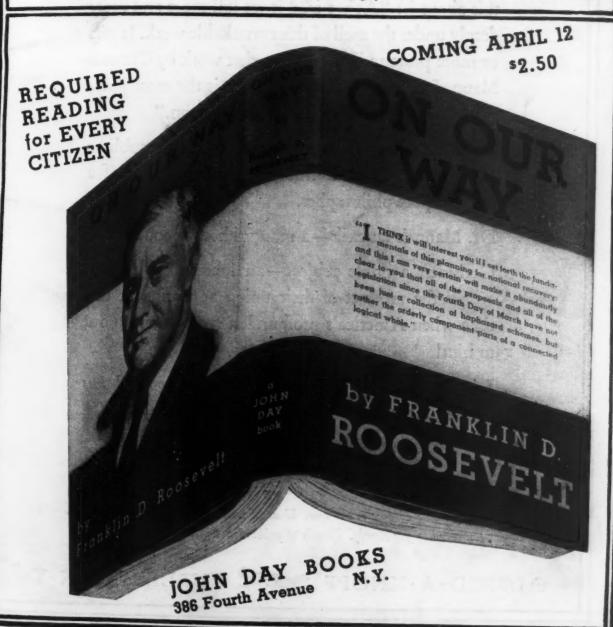
# THE Dublishers' Weekly.

The American BOOK TRADE JOURNAL

VOL. CXXV

MARCH 17, 1934

NO. II



he manuscript of Thomas Mann's Joseph and His Brothers—his first novel since 1924—has just gone to the printer.

Dr. Mann-winner of the Nobel Prize in 1929, author of the immortal Buddenbrooks and The Magic Mountain, probably the greatest living man of letters has created in Joseph and His Brothers what many who have already read it believe is his supreme achieve. ment. The New York Times Book Review has printed this about it: "As we read it we fall more and more deeply under the spell of this remarkable work. It stirs us more profoundly than any other work by Thomas Mann. Let us avow it openly: this is the most powerful book ever written by Thomas Mann."

Joseph and His Brothers is a retelling of the sublime Bible story of Joseph from the point of view of a modern poet-philosopher.

Dr. Mann is an exile—a man without a country.

Consider: a noble subject—an incomparable artist —and the product of their union appearing at this time when America's profoundest sympathies go out to him!

I intend to make the publication of Joseph and His Brothers a memorable event.

acomismos

(Begin taking advance orders now. Unusual material for this purpose will be supplied to you shortly. Details of publication will be announced later.)

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Turn this page down
THUS———

in the Non-Fiction Field

THUS———

to remind yourself

are coming. Fiction Field

### NORMAN THOMAS' The Choice Before Us

"Mankind at The Crossroads" is the sub-title of this characteristically forthright and virile forecast of America in the next decade, by the most popular and respected Liberal leader in America.

A striking series of window cards awaits your request.

MARCH 27th \$2.50

### A. G. MACDONELL'S Napoleon and his Marshals

The author of "England, Their England!" rings the bell again—this time with a book of novel plan and lively style which will come as a welcome change to your steady customers... Factually accurate, the stories of Napoleon's great generals are leavened with scores of humorous and dramatic anecdotes.

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She is a figure of international importance—one of the very great persons of world literature today—and the first woman to win the Nobel Prize.

## This book may become a classic as beloved as "LITTLE WOMEN"...

## AGERICE

### MEMORIES OF MY CHILDHOOD

GAY with youth — memorable with the poetry, pathos and magic of imaginative childhood — rich with the eternal springtime of the human spirit seen and remembered through the eyes of maturity—here's a companion book to the ever popular MÅRBACKA which fills a distinguished place in one of the most unusual autobiographies of our time.

For more than 20 years you have stocked and sold the books of Selma Lagerlöf — THE EMPEROR OF PORTUGALLIA, THE WONDERFUL ADVENTURES OF NILS, all modern classics.

Now, in MEMORIES OF MY CHILD-

HOOD, comes the flowering of the genius behind this great book property—a true story of the author's life from the point at which MÅRBACKA left off, laid in the enchanting Sweden of long winter nights and long summer days—magnificent reading, written out of a storehouse of memory and imagination and legend. No more haunting, or more original, youth of genius has been revealed in our time.

Translated by Velma Swanston Howard. Wrapper designed in four colors by the Scandinavian artist, Nerman—in similar format to MÅRBACKA, which we are reprinting in a new edition on the same publication date, April 18th—\$2.50 each.



MÅRBACKA sold more copies in 1933 than in any of the last three years. People do ask for the books of SELMA LAGERLÖF. Take advantage of this, and check these stock titles in connection with the publication of MEMORIES OF MY CHILDHOOD: CHARLOTTE LÖWENSKÖLD (2.50). THE EMPEROR OF PORTUGALLIA (2.00). THE FURTHER ADVENTURES OF NILS (2.50). THE HOLY CITY: Jerusalem II (2.00). INVISIBLE LINKS (2.50). JERUSALEM (2.50). THE RING OF THE LÖWENSKÖLDS (3.00). THE STORY OF GÖSTA BERLING (2.50). THE WONDERFUL ADVENTURES OF NILS (2.50)

DOUBLEDAY, DORAN



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fun in a novel that has the

shake" Life on a Meditor.

sanean cruise!

### The publishers

E. ARNOT ROBERTSON (Three Came Unarmed—Four Frightened People—Ordinary Families)

(Other Man's Saucer, and The Shining Hour-latest Broadway hit—coming in book form March 21) KEITH WINTER

GRAHAM GREENE (The Man Within-Orient Express-It's a Battlefield—coming March 21)

(AWarning to Wantons-first novel-now in its 3rd Large Printing, and a "best-seller") MARY MITCHELL

### announce two more important discoveries:

. A Christopher Morley discovery Ruth Eleanor McKee's tumultuous romance of Hawaii, where beneath the white sunlight of the tropics, brown kings and queens, traders, ship captains, missionaries shape the destiny of an island empire. With a heroine of whom Mary Johnston might have been proud.

### E LORD'S ANOINTED

Coming April 18th - \$2.50

 Another find from the great English house of Heinemann-N.S. Leitch, who writes with the brilliance and exciting sensitivity of the younger G. B. Stern. The story is laid in a scene of great beauty and color: Granada, Provence and, partly, modern London.

Coming April 18th - \$2.00

# ASHIONS



Here's a 'marine comedy', written with modern wit and sparkle, against the classic isles of Greece, which is not without that peculiar pathos and understanding that made DOCTOR SEROCOLD a book beloved of

thousands. FAMILY CRUISE, likewise, has all the earmarks of a "best-seller." Phyllis Bentley, author of A Modern Tragedy, writes: "It has cool elegance and brilliant colouring."

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DOUBLEDAY, DORAN

The book only book outselling ANTHONY in England



LINKLATER author of JUAN IN AMERICA

PUBLISHED HERE . . . ALREADY A BEST

THE FIRST REVIEWS: "By far his best book...hearty humor." Time. "Sophisticated entertainment of high and varied order." N. Y. Herald-Tribune. "Comedy of a high order . . . a Huxley endowed with sensuousness . . . will be the toast of all true revelers and rebels." N. Y. Times. "Has a sweep and a universality of theme that should win many readers." Philadelphia Ledger. "Gay and lusty...scandalously diverting." N. Y. World Telegram. \$2.50.

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#### from THE INNER SANCTUM of SIMON and SCHUSTER Publishers · 386 Fourth Avenue · New York



The book pictured above is Fun En Route—and a better book to give anybody going anywhere will probably not be seen. Not until More Fun En Route, when, as and if issued.

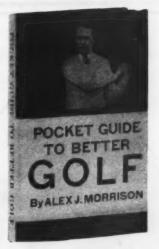
From the advance comments we are getting from dealers, the only thing that can stop this book from equalling and maybe exceeding the sale of Fun in Bed will be the complete abolition of all vacations in the United States.

It is edited by CLAY MORGAN, who knows more about travel than Marco Polo. There are over three hundred pages of puzzles, games, gags, essays, short stories and poems. The book is practically a traveling kit in itself. Each feature in it has been carefully selected to grease the hours of waiting for visas or exotic damsels, forced landings, dockings, changing engines or tires, or waiting for that damned camel to get up and start going.

It contains classics like Dear Old Paris, by Frank Sullivan, So You're Going to Africa, by Corey Ford, Traprock Tours, Inc., by Walter Traprock, The Ship's Concert, by Donald Ogden Stewart, How to Behave on Shipboard; and contributions by Irvin S. Cobb, Rube Goldberg, Stella Benson, Ogden Nash, Cornelia Otis Skinner and many famous others.

Your Correspondent has been hearing here and there, let it be stated once and for all that there will not be a publication of either Fun on Don Carlos' Rancho or Fun and His Electric Flying Boat.

And away we go!



The name Morrison has become as synonymous with the teaching of golf as the names Sims and Culbertson have with bridge. 50,000 golfers bought A New Way to Better Golf and many (cries of too many!) thousands of their friends borrowed their copies from them. Over the radio, in magazines with millions of readers, and by word of mouth, ALEX MORRISON'S methods have attained nation-wide recognition.

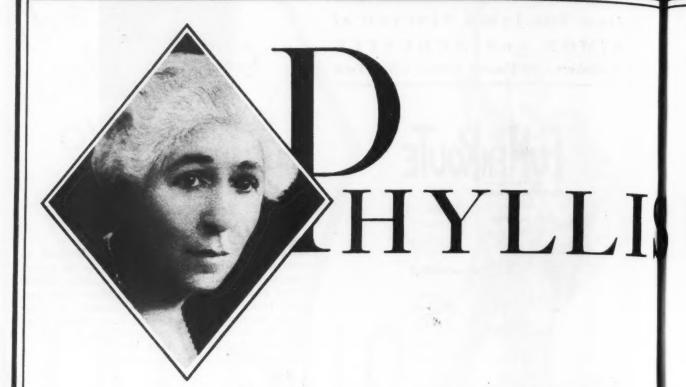
All of which makes the publication of A Pocket Guide to Better Golf as much of an event for booksellers as it is for golfers. It has been made small enough for the golfer to carry it around with him so that he can read it on the links or in his locker-room. He can put it in his pants pocket or in his golf bag and consult it where and when he makes his mistakes. Results, which are guaranteed, can be proved immediately.

The Pocket Guide isn't a summary of A New Way to Better Golf. It's an entirely new book, which discusses in terse, indexed form the mechanics of golf's only important factor—the perfect swing.

The series of exercises it shows you, if practised thoroughly, will bring you around to perfect golfing form. Your Correspondent was filled with a gnawing desire to cart the book out on a course right away and whang the slice out of his system. It should be a handbook for Morrison fans—and it should also win him a lot of new followers.

NEWS FLASHES.... This week Weymouth Sands, by John Cowper Powys, joined the ranks of the country's best sellers, according to the New York Times Monday ratings.... It was third on Washington's fiction list... Although More Fun in Bed appears on several best seller listings. its daddy, Fun in Bed, put it in its place by outselling it last week... More Power to You! is selling at a 500 a week clip and The First World War topped the 30,000 mark this week, selling 614 copies... COMING SOON: Master Contract, by P. Hal Sims, a new 400 page book which contains all the principles of Money Contract and a good many new ones which have already been tested and proved profitable in actual play by

—ESSANDESS



#### THE AUTHOR

Says:—"I have tried to pour into this book all that I know of love and friendship—the ties that give to each human being freedom and security."

#### VIRGINIA KIRKUS

Says:—"Absorbingly interesting, utterly convincing. . . . One of the most significant books of the Spring."

#### GERTRUDE ATHERTON

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Says:—"Not in years have I enjoyed a novel so profoundly as 'Private Worlds.' Hospital novels are always fascinating, but there has never been one to compare with this. It is not only the best thing Phyllis Bottome has done, but from first to last a truly superb piece of work."

HOUGHTON MIFFLIN COMPANY

PRIVATE

Rated "AAA" by
Donald Gordon in
the Am. News of Books

### OTTOME

#### THE PUBLISHER

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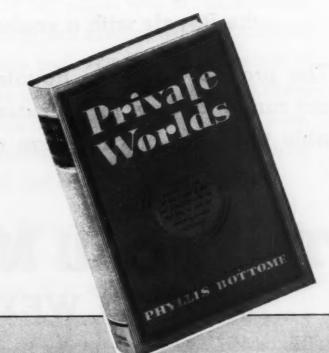
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Says:—"'Private Worlds' is far more exciting; infinitely richer and more profound than any other novel Phyllis Bottome has written—a story unforgettable in its vitality and power. We are staking a preliminary advertising appropriation of \$5,000 on our belief in its sales possibilities."

MARCH 28, \$2.50



WORLDS

### John Wexley's THEY SHALL NOT DIE

More than a play...

Robert Benchley said in The New Yorker: "There shouldn't be any casual theatre-goers in this case. If I had my way, everyone in the country would be driven into the Royale with a snake whip!"

The production at the Royale Theatre may not run long. Few of your customers will be able to see it. But they can read the book.

### They Shall Not Die

By JOHN WEXLEY

A drama of the South, produced in New York by the Theatre Guild.

To be published immediately, at \$2.00



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Now \$375 · Soon \$500

The price goes UP on April 2!

### BEHIND THE DOCTOR

By LOGAN CLENDENING, M.D.

This large octavo of 460 pages with 147 illustrations is good value at \$5.00 and always was. I sacrificed my profit (and some booksellers have felt, some of their profits too) by keeping it available at \$3.75 for six months. A large first printing helped. But now, with all manufacturing costs rising, the retail price must go to normal and on April 2 it will.

But **Behind the Doctor** is a book of permanent value likely to sell steadily for a long time to come. No cheaper edition of it will be available before October, **1935**, if then. You are safe in laying in a fair stock while the present low price holds. All orders received up to and including April 2 will be billed at \$3.75.

ALFRED · A · KNOPF BORZOL PUBLISHER · N · Y ·

### In the great tradition of sagas of the sea . . .

In the glorious company of great books of the sea, the narrative of Captain James P. Barker, famous master mariner of the latter years of sailing ships has, by vote of critics and enthusiastic readers, taken high place.

Captain Barker has spent forty-four of his fifty-eight years afloat, chiefly in command of sailing ships. He has rounded Cape Horn under canvas *forty-one* times. Now he has told the story of his first twenty years at sea to his son, Roland Barker, himself a seafaring man. The book is called The Log of A LIMEJUICER.

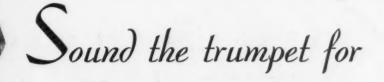
The narrative is meant for all who love adventure; for all who respond to the stirring call of the sea and ships. Here is a spine-tingling, soul-stirring story told with dramatic simplicity—a story of actual experiences.



THE LOG OF A LIMEJUICER, designed by Ernst Reichl has been handsomely produced. An octavo in size, and bound in linen cloth, it has 272 pages; eleven illustrations from rare photographs; a drawing showing the sail plan of a full-rigged ship; a map (9 x 18 inches) reproduced in four colors from a drawing by George Annand. The retail price, per copy, is \$2.50. On receipt of orders for the book, and by request, we will be glad to supply descriptive prospectuses for distribution to your special lists of patrons. "Fair winds and following seas" will, we venture to predict, be the pleasant lot of those booksellers who stock The Log for a long and prosperous voyage.

#### THE LOG OF A LIMEJUICER

HUNTINGTON PRESS, Inc., Publishers 205 East 42nd Street, New York



### IRUMPETER, Sound!

BY D. L. MURRAY

A novel of Victorian England—of the London of gaslit theatres, the Crystal Palace, and the Crimean War—a novel of love, adventure, and war... The hero, a humble trumpeter, is the illegitimate brother of an earl, a dashing hussar; and both of them are in love with the adorable Fancy Fawkes, a little actress who keeps house for her father, a character out of Dickens... Here is romance as it should be written—with gusto and dash, with drama, and with the glamour and enchantment of a vanished era hovering about it.

A long novel (450 pages), illustrated (with three black and white drawings and end papers by John Alan Maxwell), it is likely to be popular today when the Victorian romance is again in favor.

Co be published April 2, at \$2.50

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PUBLISHER . N . Y .

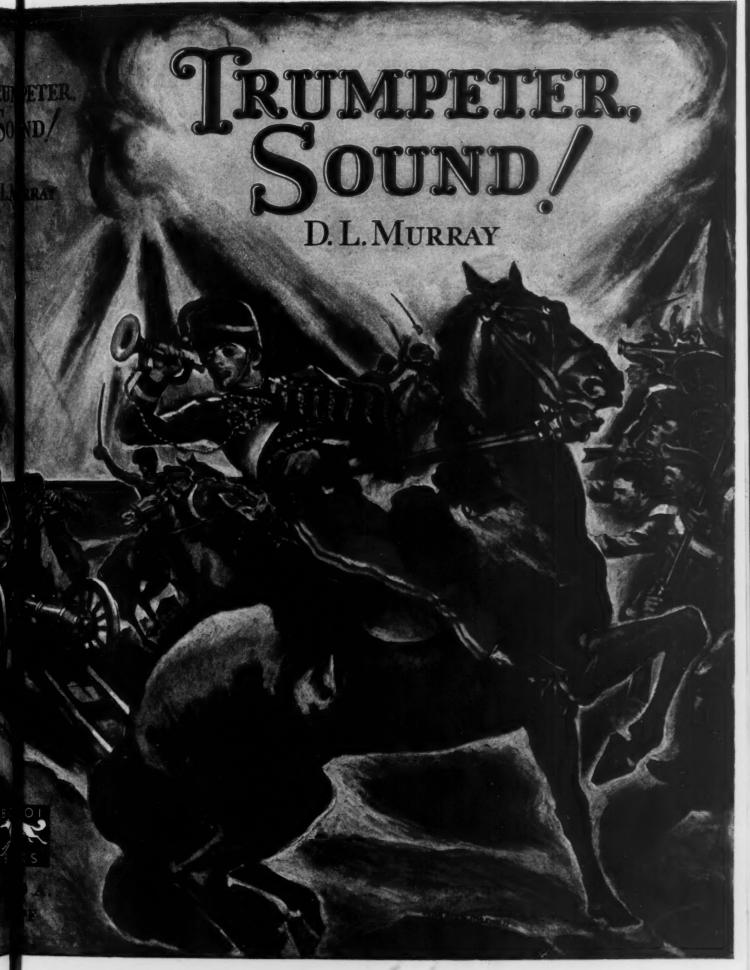
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#### MEN ARE UNWISE

The life of an average young man—an advertising man, who lives briefly "in sin" and then gets married and lives in a cosy suburban house and worries about a mortgage and fools around with cocktail parties. He has just one wild dream: mountainclimbing. It is a dream that turns into a dangerous reality.

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author of "GENERAL CRACK"

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By RAYMOND A. BERRY

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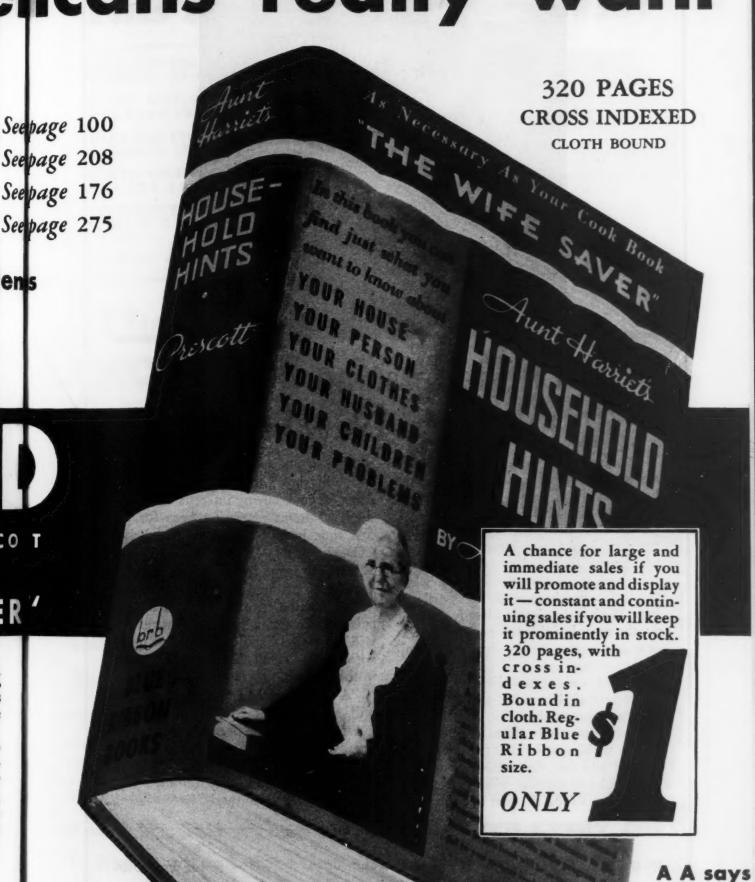
Hundreds of thousands of people who have listened to Mr. Prescott talk for two years over a national radio hook-up, have written asking him the solution of their problems. The Household Hints columns in the daily press are one of the most popular features. More specialized books on similar problems — cook books, garden books, manuals of interior decorating, books on husbands and babies are sold constantly in tremendous quantities. Yet the combined market has been totally overlooked because no volume of collected information could be obtained at a low price.

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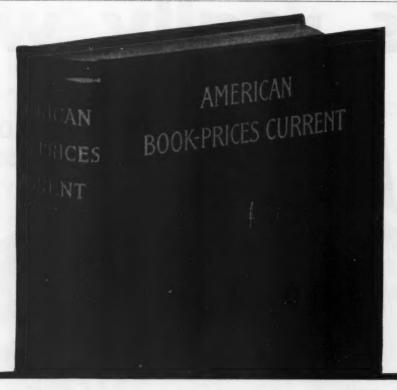
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Donald Gordon

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### Records that assume New Importance

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"Under such stress, discrimination is the certain characteristic of all purchasing, for there could be no inflation and no speculation, only careful, conservative buying with eyes alert for present opportunities and for the future tendencies. The results of the year will, on examination, show strong support for the items of highest quality in the best tested fields and will show, too, a broadening tendency in book buying interests with hundreds of items appearing here for the first time in any American Book-Prices Current.

"The season included an unusual volume of material hitherto unrecorded among auction reports, much of it difficult to trace and which, for that reason, will be found reported in this volume with greater detail than seems necessary in the case of more familiar works.

"A new feature of this volume which will give response to a number of requests is found in the classification of broadsides and maps as such, cross references being made at the same time from the headings under which these items have been listed formerly."

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Total to Date	116,000	copies

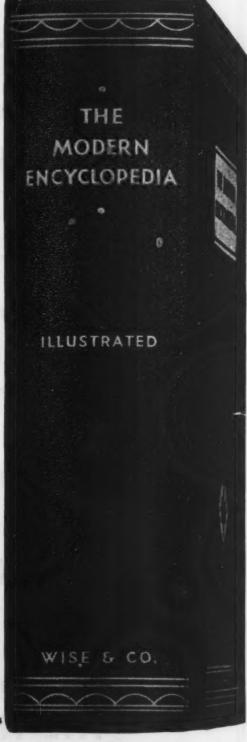
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= HARCOURT, BRACE AND COMPANY:

#### THE PUBLISHERS' WEEKLY

THE AMERICAN BOOKTRADE JOURNAL

MARCH 17, 1934

#### Sporting Blood in the Book Clerk

The Resourceful Clerk May Suffer Disappointments; But He Has His Fun

#### JERRE G. MANGIONE

Mr. Mangione, formerly connected with Barnes & Noble, this week joined the editorial staff of Robert M. McBride & Co.

I THINK IT IS HIGH TIME that the book clerk took stock of his daily plight. Even if this were not the garrulous age of confessions, reactions, obsessions etc., it would still be high time, for, although anyone who has ever gone into a bookstore knows how he feels about the book clerk, few clerks stop to analyze their feelings toward the customer. Such indifference may be inspired by the customer's own indifference to the clerk's reactions. It is an unusual clerk who is liked by the majority of his customers. The reason for this is that perhaps no other kind of clerk intrudes on the consciousness of the average layman more than the book clerk does. To most customers a book clerk is like a dark, threatening cloud that hovers over him, ready to precipitate itself on him at some indiscreet moment—usually when he is in the middle of a passage he would like to continue reading. The clerk's "Can I be of any service?" comes like a thunderbolt. The customer looks up either embarrassed or scowling, depending on the quantity of meekness in him. Bold or humble, he is strongly tempted to reply, "Yes, you certainly can be of service to me. Go jump into the river and let me browse in peace."

Some customers feel especially vicious about such intrusion, and may send the clerk on some wild-goose chase for a title that doesn't exist. The more diffident customer does not come off so easily. He stutters, looks around guiltily, as though he suddenly expected to be surrounded by squadrons of accusing policemen, and mumbles.

if he can, that he is browsing. Having once managed to utter this statement, he avoids all further communication with the clerk, being positive that the man is a terrible monster or, at least, a high-pressure salesman, and, at the first opportunity, sneaks through the door. In the outdoors, he breathes deeply of air contaminated by carbon monoxide instead of nosey clerks, and feels that the agony is over.

Inside the store, the clerk who has watched the man's embarrassment suffers pathetically. Had the customer deigned to give him a single glance he would have been rewarded with a profoundly apologetic expression, emanating not from the notion that the customer is always right, but from the clerk's melancholy reflection that he has rudely interrupted the sacred process of browsing. If he were not a book clerk, he would have no such feeling about the matter. The clerk who interrupts the browsing process in a clothing store or a grocery store experiences no compunction. After all, he can be reasonably certain that the customer would not rummage among trousers or sardine cans were he not interested in buying. The book clerk's position is infinitely more delicate, realizing as he does that the joy of browsing among books is easily as intense as that of purchasing books; and that, despite the contents of some, a table of books is quite unlike a table of sardines or trousers.

A thousand times the book clerk wishes himself a mind reader, so that he might know when his customer would welcome help or

suggestions, or when he would prefer to be left alone. He attempts all sorts of subterfuges to prevent his customers from being frightened off. One of his ruses is to stand about ten feet away from the customer in the position of a man who is ready to run in the other direction. While holding this posture, he asks the browser if he can be of any service, making it obvious, of course, that it would be less painful for both of them if the customer utterly ignored him. On busy days, when it is not always possible to attain a ten-foot distance or the necessary space to run around, the clerk, in his wild efforts to be helpful, is obliged to work at a closer and more uncomfortable range. Frequently he is so near his customer that he can sense the latter's annoyance at being interrupted, and takes to his heels before the customer decides to take to his.

When the book clerk is not suggesting such a race-track atmosphere, he makes himself equally conspicuous by feigning complete indifference. He is afraid that if the browser feels his presence too much he will think of him as a policeman; so he steers clear of him as carefully as he would of the plague. Unfortunately the obviousness of this strategem does little to inspire gratitude in the customer; it will only make him wonder what awful thing there is about him that repels the clerk and sends him scooting away every time he glances around. Casualness is still another device. In this case, the clerk saunters up to the customer, and, apropos of nothing, comments about the weather, the radio program last night, or President Roosevelt's most recent miracle. This sort of thing may be effective with some customers, but it may produce something like revulsion in the majority of them. Bookstores are the last places in the world where a man expects to hear banalities. The average book-customer laughs at Babbitt, not with him. Merely to "make" conversation is to make the customer believe that you are reciting the prelude of a sales-talk you intend to spring on him; or else that, owing to certain deficiencies, you know of no other subjects of conversation.

In extreme contrast to the platitudinous clerk is the clerk who uses the tactics of a tabloid newspaper. He will usually try to open conversation by mentioning some erratic fact about the particular book the customer may be examining. In an unprofessional capacity, I went into a well-known

bookstore a few days ago. A fellow browser was looking through a book of Hart Crane's poetry when a clerk suddenly appeared at his elbow, and, like a young bragging boy, said: "I once occupied the same room that Hart Crane lived in." Instead of looking up in awe, as the clerk undoubtedly expected him to do, the customer, without even deigning to look up, replied, "I've seen the room. What it needs is a good coat of paint and some clean wallpaper."

All in all, the clerk has a hectic time figuring out the right method of attack. If he is wise, he will not indiscriminately use the devices I have mentioned above, but will treat each customer as an individual who requires a particular kind of attention or inattention. The kind of strategy successful with one customer may kill any desire to buy books in another. To a large extent every good clerk is a Sherlock Holmes. At a glance he learns to take in every exterior detail about his customer that might suggest the customer's "interior." His manner of speech, his facial expression, his clothes, the tune he hums (or doesn't hum), the title of the book or magazine he has under his arm, the volume he happens to be looking at-even the color of his necktie may furnish the clerk with the opening he needs to make a casual and intelligent approach. If the customer has been in the store before, the clerk should be able to greet him by name. In such a case the nature of his opening remark does not matter very much (people are unusually lenient to anything said to them, when addressed by their own name). Any remark which makes the customer feel he is welcome, without making him feel he is obliged to buy something, will do excellently. Alertness will do the rest.

The lazy clerk, of course, has no problem in dealing with customers. Instead of "waiting on" customers, he waits for them—and. oftentimes, not too assiduously. When, and only when, he happens to see a customer look about with a bewildered air, will he make his approach. In many respects, this sort of clerk resembles the fisherman who naps, expecting the fish to catch themselves. The more resourceful clerk may suffer more disappointments in his attempts to find the right bait to tempt his customers, but at least with his sporting blood he has more fun—and more sales.

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#### A Word from London

There's a New "Book of the Month" in London

#### FRANK SWINNERTON

THE MOST INTERESTING EVENT connected with the London book world which has happened since the beginning of the New Year is the establishment by the Evening Standard of a "Book of the Month." The choice of the best book of the month is made by Howard Spring, who is the paper's literary critic; and during the whole of the month following the chosen book is paragraphed and otherwise advertised in the Evening Standard, the Daily Express, and the Sunday Express, all of them under the same proprietorship. The papers do not handle the books, which must be bought or borrowed through the usual channels; and the undertaking can only benefit the Evening Standard by advertising its book department and perhaps by increasing its revenue from publishers' announcements. It has been suggested to me that the Book Society may be adversely affected by the new scheme; but I do not think that. Mr. Spring has definitely stated that he will not take into consideration the fact that any book has or has not been selected by the Book Society. Nevertheless, booksellers in general will prefer the Evening Standard choice to the Book Society choice, because whereas the Book Society competes for sales with booksellers the Standard does not.

Another criticism of the scheme is that it will, like the Book Society choice, tend to boost one book at the expense of others. It does look as if we might in future have two dozen books a year (twelve for the Book Society, and twelve for the Standard), selling twenty thousand or so copies apiece, and the remaining fourteen thousand books published in the same period selling as few as they have ever done. The fact that so far Mr. Spring has quietly chosen books which in any case would have had very large sales-new novels, for instance, by such authors as Eric Linklater and Phyllis Bentley supports this view. It seems as though he is not trying to interfere with the choice of the reading public, but is merely reminding it that another book by somebody it has liked

before is just published. A modest aim. From the bookseller's point of view, an excellent aim. A great assistance to that big public which wants to read whatever everybody else is reading. From the author's point of view, less admirable, unless he happens to have enjoyed great success formerly. But there is nothing to prevent Mr. Spring, once the scheme is established, from recommending a book by a new author. That will be the test of his power to affect sales by a personal recommendation. It will be very interesting to observe the way things happen. Meanwhile, anything that causes people to buy books is to be encouraged; and until we discover that the Evening Standard's brief notices, also by Mr. Spring, are negligible, we must assume that he is doing good work all round. It does not take any reader a month to read a single book, and if he finds the Spring recommendations to his liking when they are ringed round with stars as "the book of the month," the same reader may very well keep an eye, alternatively, upon the books less conspicuously singled out for notice. Everything depends upon the power of the critic to create his own following, which he will do, or fail to do, upon his personality as well as his acumen as a selector.

Apart from these choices of the Standard and the Book Society, nothing at the moment is setting the bookshops of England on fire with the press of customers. "Anthony Adverse" appears to have its steady flow of sales here as in America; but in England it will have to be content with a smaller total The new volume of the Creevey Papers has received much attention; and Sinclair Lewis's book is bound to have a considerable popularity. The Tudors are still booming, and the latest of them to have a new biography is Queen Elizabeth, who has been written about by Professor J. E. Neale. One firm of publishers is advertising a competition for the best autobiography, and another for the best novel, submitted by the

end of the year. In each case the prize is a thousand pounds. I do not know what the experience of other publishers with such competitions is, but my own is that as a rule they produce very little good work, and much rubbish. The good authors are mostly under contract for their next book or books; the bad ones merely submit what they have been unable to sell hitherto; those who write books specially with an eye upon a money prize are apt to approximate to the bad authors for the occasion. But since publishers continue to offer prizes there must be some advantage in such competitions which I have failed to discover. The prize for the best autobiography may well produce excellent It is offered by Hodder and Stoughton.

Hamish Hamilton is publishing the second volume of Grant Richards's reminiscences (the first volume was published by Heinemann), under the title of "Author Hunting"; and as this book deals with the writer's early days as a publisher, when he startled the London book world with advertisements and successes which might compare with those of the present day, it should be of unusual interest. Grant Richards has had an extraordinary career as a publisher. He was one of the first, if not quite the first, modern English publishers to look to American authors for books. He used to visit the United States as part of his work. He introduced Frank Norris to the English public, and imported many American books at a time when few English houses would venture with them. His successive businesses have always been associated with interesting publications; none of them, unfortunately, as successful as those of the earliest days; and the list of his English authors—to be exact, his English "discoveries"—is a most impressive one.

Hamish Hamilton's list is extending, by the way. It already includes a number of excellent books, and it is being steadily reinforced. He has this season a provocative collection of essays on modern cults and literary fads by Ivor Brown, called "I Commit to the Flames"; and in particular he has a delightful biography of Sydney Smith, called "The Smith of Smiths," by Hesketh Pearson. Sydney Smith was a person whose most active period was as long ago as 1830; but he was the greatest pure wit the English have ever had; and Mr. Pearson has had the pleasant

task of illuminating his subject's life by means of his subject's own lambent sayings, The result is a book which has already had a modest success and which as it becomes known will go on selling. It is admirably written, and every extract from Smith's writings, or report of his sayings, is as deliciously witty as can be. How unfortunate it is (this is one of the unforesee-able calamities of publishing) that another biography of Sydney Smith is also announced for publication this spring! This is written by Osbert Burdett, and will be published by Chapman and Hall. Considering that no complete biography of Smith had ever before been written at length, all will commiserate with the latecoming author.

Another biography of interest to bookmen is that of Fr. Rolfe, or Frederick Baron Corvo, which has been written by A. J. A. Symons, the Secretary of the First Edition Club, under the title of "The Quest of Corvo." Mr. Symons, once upon the trail of a half-genius, half-humbug, found more and more to excite him in his quest; and he has ended by becoming the owner of Rolfe's unpublished manuscripts. One of these, at least, could not be published in the ordinary way because it contained such violent libels on such men as Robert Hugh Benson and Canon Ragg; but it may possibly be issued now in a limited edition. Meanwhile Mr. Symons's biography will draw attention to Rolfe's work, and many people will be set to reading "Hadrian the Seventh," "Stories Toto Told Me," "Don Tarquinio," and the huge medley which Rolfe wrote for Grant Richards on the Borgias. First edition fans will also gather. "The Quest of Corvo" is a new kind of biography, which tells how the author went to work, what replies he received from various correspondents, and what they told him. In this way, and by means of his own great ingenuity in narrative, Mr. Symons paints a convincing portrait of Rolfe; and incidentally makes his book as exciting as a mystery story.

What of the books still unpublished? Will the later weeks of the spring show any increased liveliness for the trade? It seems not. There are interesting books, of course, in every list; but probably most publishers are now concentrating upon the autumn. There will be the later volumes of the Lloyd George Memoirs, the second volume of the Churchill Marlborough. But American publishers who have been in London during the last few weeks have not been able to find anything to speak of beyond the Dickens' "Life of Our Lord," which is to be serialized in the Daily Mail and put in book form by it, and the Hall Caine "Life of Christ," which in the form in which it was left by the author was too long for normal publication in book form and is being reduced with care.

My own inquiries have revealed no more exciting projects than these, although there may be some surprises in hand. The most interesting single work to be published in the summer is J. W. Dunne's "The Serial Universe," a sequel to the same author's very influential "Experiment with Time," and a

book, apparently, of great importance. This is a Faber book, and Fabers (who may well cause exasperation in other publishing houses by the ingenuity and energy of their commissions and the intelligence of some of their reprints) are republishing "An Experiment with Time" in a revised form. They also announce what should be a valuable, as it will certainly be an original, study of modern music by Constant Lambert. It is called "Music Ho!", and it may be an exception to the rule that in England books on music and books on composers, singers, instrumentalists, and conductors fall immediately flat and never rise except as remainders. Constant Lambert knows what he is talking about; and he can write.

#### Suggestions for the Ideal Circulating Library System

Practical Hints on How to Start and How to Run a Circulating Library

#### **GROFF CONKLIN**

PART II

IN PART ONE OF THESE SUGGESTIONS for the ideal circulating library I made various rules and plans for the installation of a rental system perhaps as simple and at the same time as efficient as could possibly be evolved.\* In Part Two I would like to give further suggestions as to how to open a library business, and how to run it; how to advertise, how to choose your books, and how to vary your stock.

If you are planning to open a rental library, my first and uncompromising advice is, DON'T!—unless you have at least \$2,500 capital; unless you have studied your market until you are sure you will have at least 500 active members by the end of the first year—active members being those who rent at least one book a week; unless you are willing to lose money all the first year, and to spend more than you lose on wise advertising and on permanent stock; and lastly, unless you are thinking of rental library as a business, requiring hard work, hard cash, efficiency,

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\* Part I appeared in the *Publishers' Weekly*, February 17, 1934.

small profits, and undeniable headaches—rather than as a way to social contacts, and as a pleasant way of whiling away the vacant hours of the day. The conduct of a rental library is hard work, not a pleasant hobby. Of course, a pleasant hobby is all right if you don't mind losing money!

No library should be started in a neighborhood where there is any competition, unless that competition is poor, inefficient, and unsatisfactory to the customer—and you should be sure that this is so, and not take it for granted; or unless you feel on careful study that the size of the neighborhood warrants two competing businesses, both good; or lastly, unless you plan to start your library merely as a sideline to another business in which you already are active, such as drugs, stationery, or notions. In the latter case, it would be far wiser for you to get in touch with one of the large chains of small libraries, such as are run by the American News, or Womraths, or any of a hundred other small units, who will place in your store a one- or two-shelf library rack on a

share-profit basis. This is really not a rental library, however—it is more a method of advertising, whereby you get people in your store. And incidentally, the curses of all good circulating library managers will descend upon you for hijacking a part of their legitimate business. Put in telephone booths instead, if you want to get people in the store!

If you are bound to have a library business, and nothing can stop you, there are several methods to follow. If there is in your town a successful drygoods store, department store, or other general merchandise business, it would be good policy to approach them with a proposition to put a library department in some odd corner of their building, on a basis of percentage of gross say, 10 or even 20 percent: that to cover only rental, heat, light, and sanitary services. Your own expenses, including any help you may need, should be paid by yourself. Point out the advertising value to the store, and the fact that while at first you will benefit from his clientele, it will probably happen after a time that he will profit from your clientele, as it grows to include people outside of his The library system as deusual custom. scribed in Part One will work in a department store as well as anywhere else, provided extra care is taken to keep your accounts absolutely accurate. It would be wisest in this case to have a special cash register with keys for library deposit, library rental, and library overdues. These are made by the National Cash Register people, and cost money; but they really are necessary if you are to present the proprietor of the store with a picture of income that he can believe

If you plan to open your own shop, your problem will be much larger, of course. Your rental overhead must be kept down. It is a policy, these days, on the part of many real estate agents, to rent space on a percentage basis. If you can find an empty store in a good location—not necessarily on the main street, but at least near it-which the agent will lease on a basis of 10 percent of gross sales for the first year or so, you should take it. Occasionally the agent will ask for a minimum guarantee which would cover taxes plus his commission; such a guarantee usually is so small that you can afford it. Never, however, sign a long lease, unless you are a lot surer of your success

than most people have any right to be. A renewable, terminable lease is the best kind.

#### Stock

If you are in or near a large city, the best way is to provide yourself with a beginning stock in this manner: do not buy any more new books than you actually have to: only those titles which have appeared within the last month or six weeks before opening. A list of such books may be made from the Publishers' Weekly index of books published, or from the selected list of Books of the Month furnished by the R. R. Bowker Com-

pany.

For older stock, go to the other rental libraries in the city, but definitely out of your competitive area, and buy up as many second-hand books as you can, choosing of course only such titles as you feel you will need, and such as are in fair condition. You should be able to get many month- or sixweek-old books at prices ranging from 35 cents to 75 cents, and the saving here will, of course, be large. If the library you buy from has marked the last page of the book with the store stamp and rental dates, cut that page out neatly and not too close to the cover, and restamp the next blank page with your own store's name.

Besides using the R. R. Bowker Books of the Month list for newer books, and also for books several months or a year back (only a few will be needed in that category), also add such older titles as you personally are interested in, if you feel you can make them go. Although a library is a business, it can be made a personal one, and can be made

successful on that basis alone.

At first you will find many titles missing, that your customers ask for. Keep an accurate list of these, and try to buy them in secondhand.

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Further stock may be added judiciously from lists of reprints. This applies to the detective story, and the romance and adventure shelves, as well as to older fiction and non-fiction. Do not do too much of this, or you will overcrowd your shelves. However, it is wise to have a small selection of modern classics in reprints, such as "Of Human Bondage," "The Fountain," "The Good Earth," and books by Galsworthy, Mazo De La Roche, etc. Never, however, use the Modern Library in a rental library. The bindings rarely stand up after more than

three or four readings. The entry of high type reprint titles in the library is good policy; it gives an air to the shelves; they are cheap; and there always will be readers for them. The large percentage of your business will be in current fiction, of course, but some of the cream will be in these other fields.

Some libraries follow a special policy in regard to these reprints. If you have a rate of 15c for three days for your new books, you could have your reprint shelves at a rate of 15c a week or even 10c a week, which is frequently done. If this is the case, be sure to mark the rate in the back of the book.

Never use remainders in the library. A broad statement, perhaps, and in rare occasions, too broad. Once in a blue moon, a remainder will come along that you know will appeal to your clientele: put it in. But never, never pad your shelves with 29-cent and 49-cent drugstore fiction. In the first place, it probably is bad, or it never would have been remaindered; and in the second place, your customers go to drugstores as much as you do, and they will balk at paying a rental fee of 50 percent on a 29-cent novel. Use remainders only when you know the book is worth reading.

An extra-special type of library stock is a shelf of children's reprints. This usually runs on quite a different system. The retail cost of these books runs from 50 cents to \$1.00. If you plan to have such a section and you should not, unless you are absolutely positive you have a really large market to develop-it is wise to charge a 50-cent fee for joining the library, and not a deposit: because if it is a deposit, experience shows that the children will be running in once or twice a week to get it out for the movies, or candy, or marbles. Also charge a flat 10-cent rate for the rental, with no overdues charged, since at 50 cents plus 10 cents you have a good profit on the 50-cent item (which cost you perhaps 35 cents), even if it is never returned. A rigid enforcement of confiscation of the fee should be held to if the books are returned damaged. If you are going to have, besides the 50-cent series, some of the 75-cent and dollar reprints for the children, a careful balance should be kept of 3/4 50cent books to 1/4 75-cent or dollar books.

This division of library is liable to be considerable of a nuisance, but the gentleman from whom I learned the system, Mr. Vail

of the Available Library in New York City, says that it makes enough money on the side to pay the lighting bills and something over for other expenses, besides being self-restocking. Also, it gets the younger generation to know your place of business, and through

them, their parents.

On the question of non-fiction, the following advice is all I have to offer: go easy. Non-fiction is expensive. It is hard to manage, since people often keep it out much longer overdue than they do novels. It is difficult to choose, since there are so many titles to choose from, only a few of which can make money for you. If your neighborhood is definitely above the average, you can make a non-fiction section pay. If not, don't have any. The best system to follow is to keep a careful record on your set of library reserve cards (of which more in a minute) of the requests for various non-fiction titles you do not have; and when there are three requests, put in a copy. Be sure your customers understand that they will have to wait their turn in reading the book; and that there is no guarantee of quick service on non-fiction. In the case of such successes as "British Agent" or "Marie Antoinette," you can afford to put in nearly as many copies as you would a novel-providing always that your clientele is interested in that type of book.

If you are in a transient location, and are charging a dollar deposit for fiction, it is more than wise to charge another dollar for the non-fiction section, or \$2.00 in all. Since it is only a deposit, the customer should not object. If you are running a no-deposit system, you must take your chances on nonfiction books. I feel that under any circumstances a no-deposit system in a high-class library is foolish, and is liable to bring you

much loss.

Incidentally—one interpolation. Whatever you do, NEVER spend your deposits! They should be kept in a special-interest account at the bank, so that they can earn you a few cents a year; but they must not be spentfor bookstock or anything else. They are not your dollars. It is all right to keep a floating sum of fifty or a hundred dollars in your regular account to take care of withdrawals and confiscations, but at least 90 percent of your deposits should be in free cash.

A good rule in the case of confiscations is, to take the deposit on the book out as soon

as the overdues have equalled the amount on deposit—provided, (a) that you have made every effort to get the book back, and (b) that there are not extenuating circumstances in the case of good customers who may have moved temporarily, or for some other reason have forgotten to return the book. In this case it is wise to wait longer.

In the matter of reserves: the usual system is to use a series of cards such as are recommended for the book-card alphabetical file in Part One of this article, and enter the reserved titles on those cards, using both sides as a means of economy. Under the title are listed the names of those customers wishing to read the book. These cards never pile up to any great extent, and can be kept together with a rubber band.

#### Advertising

To make your library known in your neighborhood, various methods may be

adopted.

Use of the Bowker Books of the Month lists to a selected group of people, delivered either by mail or, if you have time, by hand (which will save money), is one good method. For a small library, the shorter list What to Read in Books is better, since you will be obligated to put in on request every book on that list.

A small business card, with name, address, rates, and hours of business printed on it, is an inexpensive method. Sometimes a contact with a bank or general store may be used, so that you can have your card inserted in their monthly statements or bills. This is feasible only in small towns. Otherwise, hand delivery is the method; or else the information may be printed on government post cards by

Be very careful not to waste your money here. Select your list for mailing as carefully as possible. Sometimes you can get cooperation from the officials of your public library, who will let you use its list of members. They will, perhaps, be glad of the opportunity of relieving themselves of the heavy pressure upon them from their readers, who are always asking for the new

have on its shelves.

your local job printer.

You can also have a larger advertising card, hand-made or otherwise, for placing in the windows of other merchants, or on post-

books—which, unfortunately, the public library only too often cannot afford even to office bulletin boards, etc., etc. Your ingenuity, coupled with whatever special cases arise in your own district, will show you other methods of advertising.

There is one more way of increasing your business, the launching of which I would not advise unless you wish to have a lot of trouble along with the new custom; and unless you can afford an extra helper-who must be known to be extra-scrupulously honest in this case, since the profits can vanish into his pocket if he is not. This method is what is known as the office library, or bag, system. In a phrase, this consists in taking your rental library to the customer, rather than making the customer come to your library. It necessitates a separate file of customers' cards, and a route-list of the people called upon, together with a good deal of tact and patience on the part of the solicitor. A bag is used, large enough to hold 12 books, and house-to-house calls are made, with the solicitor explaining that the "X" library wishes to obtain his or her custom, and will be glad to bring him a book every week, or oftener if he so desires, the customer to choose his titles. The art in this is to make each successive customer want to read in one week the book which the customer first preceding him on the route has just finished reading: so that the solicitor will have a steady number of books, and will not be loaded down with returns which are unrentable.

On the trips soliciting business, it is not necessary that the bag be carried. Three things should be found out: what books the individual wants (a list of 4 or 5 titles should be got); what is the best time of day to call; and whether or not he really wouldn't rather come to the store, and choose from a large stock, than have to pick from a bag selection. A deposit should be obtained, if that is the store policy.

I mention this system here inasmuch as it is a part of the modern rental business. It is, in a way, separate from a store business, but occasionally the two are run side by side. But under the heading of advertising, it is worth considering the first, or soliciting, call, as a method of getting people to come to the store rather than as the commencement of a bag system at all. As can be imagined, such soliciting trips take a lot of time and money, and should be tried only if the library in question can afford it.

The final method of advertising is the use of paid space in local papers, club bulletins, church announcements (if they take advertising), school publications, and so on. Such advertising is more institutional than not; its results are never estimable; and therefore it should not be indulged in unless for some reason the library proprietor feels it would be a wise expenditure for good-will.

In connection with the office library briefly described, it may be mentioned that as a general rule it is unwise to start a delivery system for store customers, unless the store is large enough—having 2,000 members or more-to afford the extra expense of a delivery boy and his bicycle, motorcycle, or small truck. Frankly it is a bad habit to get your clientele into. Make them come to you, and deliver only in such special cases as to the sick, the infirm, or the crippled. A pay-for-delivery system has occasionally been tried in this country; either by the year, the usual rate being \$5.00 a year; or else by the book, the usual rate being carfare plus 5 or 10 cents. Again, in special cases this may work: it should not be tried with the infirm; and it could not have a wide success with the whole library membership, because of the extra cost. The same applies to mailing. If you have some out-of-town customers, mail their books to them by all meansbut charge postage both ways, plus the regular dues and overdues. The policy of a 10day rental period for mail customers is all right, if you don't mind losing 6 cents every

time it happens. If they want their books mailed, they will pay for them.

A last point involves resale of old library stock. Remembering my warning in the first part, not to sell a library book until it has earned its retail cost plus at least 10 percent, unless the resale amount you can get is high enough to bring the total sum up to that amount plus the regular resale sum of 35 cents or thereabouts, you can sell your old library stock (a) to other dealers, (b) to customers and (c) to institutions such as your local public library, which may not be able to afford new copies but would be glad to get old ones which they may have rebound; and in addition to such other institutions as your local school library, the Y.M.C.A., the various clubs.\* Contact may also be made with any prison or sanitarium or old-folk-homes in the country or state, for the purchase of such old stock. And as to the irreducible minimum of sheer junk, you can peddle it to second-hand book dealers for 5 or 10 cents, or keep it on the shelves as padding if you want to, or give it to the ashman.

Once again, if there are any questions that arise from the above suggestions, let me know care the *Publishers' Weekly*. I'll try my best to give good advice. If you do have any requests, please make them specific. I love to gossip myself—but there are only 24 hours in a day!

This article and the one which appeared in the February 17th issue are taken from a book by Mr. Conklin on how to run a circulating library, which will be published this summer by the R. R. Bowker Co. The book will cover, in addition, such topics as equipment, book-keeping methods and advertising.

<sup>\*</sup> If you plan to sell to your customers, it is wise to have a special shelf or small table on which all library books for sale would be kept. Have a price sign conspicuously displayed on it. A good resale price is 35 cents a book, or somewhat higher for non-fiction.

### THE Publishers' Weekly

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#### March 17, 1934

HOLD every man a debtor to his profession, from the which, as men of course do seek to receive countenance and profit, so ought they of duty to endeavor themselves, by way of amends, to be a help and ornament thereunto.

—Bacon.

#### The Need for Loyalty

THE OFTEN QUOTED remark of Franklin, "We must all hang together, or assuredly we shall



WE DO OUR PART

all hang separately," has present-day application to the reconstruction of business enterprises. If a publisher or a bookseller, after selecting certain books for publication or for sale, is not supported in his decision by all his or-

ganization, the projects are lost before any real start has been made.

In drawing this analogy we are far from suggesting that the "boss" is always right, but, since in the building of an organization the responsibility for making final decisions must obviously be delegated to individuals, those individuals should have the backing of all the staff in carrying an adopted project through to completion. Not every book on a publisher's list can call forth the warmest enthusiasm from each member of the staff, but there is such a thing as loyalty to the firm's undertakings, once they have been de-

cided upon, and back-stage questionings on the part of the staff are often overheard and misinterpreted by outsiders and can prove harmful to any enterprise and weaken the chances for the next and subsequent undertakings.

There is equal need for loyalty and a sense of common cause on the part of the retailer's staff, for we often hear retail salesmen as a confirmed habit undermining the best efforts of their employers by deprecating each month's book purchases, questioning advertising plans, attributing depleted sales totals to the ineffectiveness of a catalog or sales letter upon which the company has put its name.

In days of small sales totals it is natural and easy to place the blame on this method or that plan, but members of an organization should think twice before withholding their support from carefully laid plans, support which is vitally important to give such plans a fair chance for success. Criticism and questionings are helpful and timely when enterprises are in the making, but, once the die is cast for a promotion program, loyalty and encouragement are absolutely essential. Store-wide enthusiasm and whole-hearted support of store policies are vital to business building and never more so than today.

#### Disruption of Price System

WE BELIEVE THERE IS EVERY EVIDENCE that the chief difficulty of the book industry to-day has been the disruption of the price system which has made the public question announced prices of books and made it difficult to build up a national distribution commensurate with our population and our national wealth because of the lack of equalized prices to all. In this situation booksellers and publishers must do their utmost to revive public confidence and they need to watch every step in book promotion carefully, in order that this confidence may be restored.

Booksellers as well as publishers can play their part by avoiding in their newspaper announcements of special sales any wording which might give the impression that a very general reduction of all book prices may be expected and by keeping out of newspaper pages containing publishers' new book ads any spectacular announcements of clearance sales using price comparisons. No trade dictator could be as effective in the upbuilding of public confidence in book prices as can the joint action of the ad-writers of each

publisher or bookseller.

New book prices are arrived at after the most careful scrutiny of the amount of the author's royalty, the cost of producing the book, and the cost of conducting a publishing office which will have power enough and imagination enough to give books an adequate distribution.

The cost of making reprints is another matter, and it does not seem necessary that the market for lower-priced books should depend on the appeal of comparison of price between the reprint and the original edition published as they are under entirely different

conditions.

Remainders are still another possibly disturbing element, and only in a case in which a remainder is a bona fide original edition should price comparisons be made either in a window, or catalog or advertisement.

This price situation is so important that it needs restating at this time when we are trying to reconstruct a hard-hit industry.

## Cleaning House

Under the code of fair practice developed several years ago by the subscription book industry itself and enforced by the Federal Trade Commission, the Standard Historical Society, Inc., of Cincinnati has been given an order to cease and desist from its selling practices in connection with a set of books on history, the books having been represented as being given free to the customer on the condition that the latter write the company his opinion on the set, but before obtaining the free offer the customer was required to subscribe to a so called loose-leaf extension service for ten years so that the set could be brought up to date. The Commission in its complaint declared that the customer, in thus subscribing to the loose-leaf extension service was paying full value for the entire set of books.

The order also prohibits any statement by the company that the regular price of the loose-leaf service to others than history set purchasers is \$10 a year, or \$100 for ten years and the regular price of the history set \$120. The Commission charged that the Society was representing that instead of paying this total of \$220 a limited number of

persons could obtain the set and the service at prices ranging from \$59.50 to \$79, these latter prices being, in fact, the regular prices for the combination.

The organization was also charged with being guilty of misrepresenting in its advertising its relationship to authors, historians and educators and in representing that the Society maintained an editorial staff for its loose-leaf extension service.

Finally, the Commission ordered the firm to cease to use the word "Society" unless qualified by words clearly indicating that the corporation is not a cooperative society but

a corporation organized for profit.

This enforcement by the Federal Trade Commission forecasts a type of action that may be carried out under codes of fair practice under N.R.A. and puts a ban, at the industry's own initiative, on some of the worst of the time-worn forms of sales practice.

The very fact that the code under which this sweeping indictment of bad practice was made is one which the industry started itself in order to improve the conditions under which subscription selling is done gives an indication of the kind of help that codes may give to industry as experience with them increases.

## What's Sauce for the Goose . . .

THE SUPREME COURT OF NEW YORK has upheld New York newspaper publishers in their fight to prevent news dealers from selling early editions of the morning papers at an advance over the list price, three cent morning papers having been sold on the streets at midnight at five cents. The judge held that the publishers were entitled to deal with agents of their own choice and commended the newspaper publishers for their attitude in maintaining their set price through the retail outlets.

It seems possible that such a decision might have equal bearing in case the newspapers were sold below list price. Let us suppose that a drug store, in order to attract people for its sales, should sell the morning papers at one cent each. Would the court under the same decision maintain that publishers were justified in preventing this underselling, and would it give equal praise to publishers for not allowing their business to be disrupted by this practice?

# News of the Week



W. W. Norton, who has been chosen to head the Joint Board this year

## W. W. Norton Heads Joint Board

W. W. Norton, president of W. W. Norton & Co., publishers, was elected chairman of the Joint Board of Publishers and Booksellers for the year 1934, at a meeting last week, succeeding Cedric R. Crowell of the Doubleday, Doran Book Shops. Mr. Norton is also first vice-president of the National Association of Book Publishers, a member of the Control Committee for the Trade Book Publishers' Code, and a man who has always been active in booktrade affairs. The Joint Board, which meets regularly on the third Tuesday of each month, is glad to consider any problem which a bookseller or publisher may present. Matters may be brought before the Board either in person or by letter, and, in cases where prompt action is necessary, it is possible for the secretary or chairman to arrange to get a vote of members by telephone in the interim between meetings.

Three new members of the Joint Board for the year 1934 are Edward S. Mills, Longmans, Green & Co.; Harriet Anderson, the Channel Bookshop, New York City, and E. S. McCawley, E. S. McCawley, Inc., Haverford, Pa. Other publisher representatives are

Henry Hoyns, Harper & Bros.; Fred R. Hood, the Baker & Taylor Co.; Richard L. Simon, Simon & Schuster, and Mr. Norton. Other bookseller members are Cedric R. Crowell, Karl Placht, the Beacon Book Shop, New York City, and Lewis B. Traver, Traver's Bookstore, Trenton, N. J. Appointments are made annually by the presidents of the N. A. B. P. and the A. B. A. Marjorie Griesser, executive secretary of the N. A. B. P., acts as secretary of the Joint Board. Communications should be addressed to the Joint Board of Publishers and Booksellers, 347 Fifth Ave., New York City.

At its final meeting on March 8th, the 1933 Joint Board paid tribute to its chairman, Cedric R. Crowell, with the following resolution: "The members of the Joint Board, being booksellers and publishers rather than authors, feel that we cannot adequately express our high regard for the work done by Mr. Crowell as chairman of the Board. But we wish to record as part of the minutes of today's meeting our sincere appreciation of his work and our affection for him."

The regular Annual Meeting of the N.A.B.P. which was postponed from January on account of the unsettled status of the Codes will be held April 25th. At this meeting officers for the year will be elected and the reports of the Association's various committees will be presented.

## KBDA Meets

THE KANSAS CITY BOOK DEALERS ASSOCIA-TION held its 18th annual meeting at the Hotel Kansan, Topeka, Kansas, February 19-20. William Allen White was the speaker at the banquet, telling of his experiences in Russia in the summer of 1933. Mr. Wrenn, State Compliance Director of the N.R.A. for Kansas, Missouri, Oklahoma and Nebraska, was one of the speakers on the second day of the conference. The officers reelected for another year were: Phil M. Anderson, of Anderson's Book Store, Newton, President; L. H. Endacott, of Endacott's Book Store, Manhattan, Vice-president; George Geiger, of George H. Geiger & Co., Leavenworth, Secretary-Treasurer; M. C. Stromberg, Newton, Acting Secretary-Treasurer.

# Children's Book Exhibits Aid Small Libraries

SELECTING CHILDREN'S BOOKS without seeing them has long been the despair of children's librarians in small communities. Their limited budgets have made the problem more acute than ever in the lean years just past. A small community may have in it just as voracious and versatile young readers as those in the children's room of a large city, and one book in the small library must be made to do the work of ten or twenty.

Last year the Book Production Committee of the Section of Library Work with Children served as mediator between the children's book publishers and the library commissions in an experimental plan to enable librarians in small places to examine books before purchasing. The cooperation of twenty-two publishers having first been secured, letters were written to secretaries of library commissions, or state libraries in forty

The letters sent out were variously received. Some states did not feel the need of a traveling exhibit such as was contemplated. Many considered the plan good but lacked the necessary clerical help to administer it, or felt that distances between libraries in the state were too great. Four states finally wished to try the experiment.

Accordingly, a representative group of new children's books was sent to the library commissions of Delaware, Georgia, Iowa and Vermont, in May and June, 1933. The books were donated by the publishers, and were to become the property of the library commissions after they had been used in the traveling exhibits. The commission secretaries made selections from the books sent to them, returning any not used to the publishers.

The exhibits in the four states differed somewhat, both in selection of titles and in number of books sent out. Although the publishers had sent the same books to each state, the commission secretaries had chosen books best adapted to their varying needs. One state sent out practically the whole group of one hundred, another cut the number to seventy.

Rules for handling the exhibits in the small libraries were also adapted to local needs. Georgia, for example, sent the books to thirteen libraries in turn. Iowa, with re-

quests from ninety libraries, was obliged to adhere to time limits rigidly, and to divide the exhibit into two parts. In Iowa it was stipulated that books could not remain in one place more than three days, during which the librarian was to examine the collection thoroughly, and call in trustees, school superintendents or others who might be interested. Librarians were urged to send the books to the next town by car, when possible, thus saving time and postage. They were often transported free of charge by someone who had business in the next town. Delaware sent the books to the larger consolidated schools, as well as to small town libraries. Vermont carried the exhibit on the book wagon which traveled over the state.

The secretaries of the four library commissions agreed that the plan was worth while and the amount of work required of them not inordinate. Letters from the librarians for whom the plan was inaugurated show that they really received the help they so badly needed. One librarian in a town of six hundred people wrote, "I was much pleased with the Juvenile Book Exhibit and believe I derived much benefit from it, as I think every small library will do. I have already ordered thirteen of the books examined and have indicated several more for future purchase. It is far more convincing to see and read a book to buy than any advertising could possibly be."

Fall exhibits were sent out in Delaware, Iowa, Vermont and New Hampshire, a state which had been unable to manage an exhibit before. Plans are now on foot for a spring exhibit in 1934, and North Carolina has asked to be included. There is still time for others to make application, although the committee has not the time to write further letters of invitation. Applications should be addressed to Letha M. Davidson, Ames Public Library, Ames, Iowa. It seems probable that this plan will continue through the present year, and may possibly become permanent.

The committee is especially grateful for the splendid cooperation of the publishers and for the work of Miss Bertha Gunterman of Longmans, Green and Company, who, as committee member for two years, has made all the necessary contacts with the publishers, and without whom the plan could never have been a success. The publishers who have contributed books for the exhibits are: D. Appleton-Century Co., Dodd, Mead & Co., Doubleday, Doran and Co., Inc., E. P. Dutton & Co., Inc., Farrar & Rinehart Co., Houghton Mifflin Co., Harcourt, Brace & Co., Harper & Brothers, Alfred A. Knopf, Inc., Little, Brown & Co., Robert M. McBride & Co., The Macmillan Co., William Morrow Co., Oxford University Press, G. P. Putnam's, Minton, Balch & Co., Charles Scribner's Sons, Frederick Stokes & Co., Viking Press, Inc., Frederick Warne & Co., Longmans, Green & Co., and Coward-McCann.

### Retail Sales Still Rise

DEPARTMENT STORE SALES throughout the country for February again show an increase over last year, according to figures released by the Federal Reserve Board, although the increase, 16% for February, is not quite so large as it was last month, when there was an 18% increase. The percentage of increase over February 1933 by Federal Reserve Districts is as follows: Dallas, 38%; Atlanta, 37%; Chicago, 32%; Cleveland, 29%; St. Louis, 24%; Kansas City, 21%; Minneapolis, 18%; San Francisco, 14%; Richmond, 11%; Boston, 9%; Philadelphia, 8%, and New York, 6%.

## Buckley May Administer Publishing Codes

George Buckley, formerly head of the Crowell Publishing Company and later publisher of the Chicago Examiner for Hearst, has been added to the group of important advisers associated with General Hugh Johnson. It is rumored that Mr. Buckley may be given special administration of some large group of codes, such as the area encompassed by the Graphic Arts Code, the Newspaper Code and the forthcoming Code for Book Publishing.

## "Ulysses" Case to Be Appealed

AN APPEAL from Judge Woolsey's decision permitting the importing, and therefore the publication in this country, of "Ulysses" will be made by the United States Government, according to recent reports. Martin Conboy, United States Attorney, who has read the book carefully, will present the Government's case. This decision comes as somewhat of a surprise, inasmuch as Samuel C. Coleman, chief of the civil division, and Nicholas At-

las, Assistant United States Attorney, both of whom represented the Government before Judge Woolsey, had indicated that a recommendation would be made to the United States Attorney General that no appeal be taken.

### Allen & Unwin Sells Interest

GEORGE ALLEN & UNWIN LTD. has sold its interest in Williams & Norgate Ltd. to E. L. Skinner who has severed his connection with the former Company. Thus Williams & Norgate resume their original position as an entirely independent Company, and Stanley Unwin becomes the sole proprietor of George Allen & Unwin of 40 Museum Street. Until further notice the offices of Williams & Norgate will remain at 28-30 Little Russell Street, and the Trade Department at 30a, Little Russell Street.

## British Treasury Order

THE BRITISH TREASURY has issued an order that takes old periodicals from the free list in consignments exceeding thirteen copies or otherwise than through the post. The Treasury has found that back numbers of foreign periodicals have been sent in bulk for dumping on the market, and this has been damaging to the British periodical business. Current periodicals and printed books are on the free list but not catalogs, trade lists or advertising material.

## Joint Imprint Arrangement

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AN ARRANGEMENT HAS BEEN CONCLUDED between Reynal & Hitchcock, Inc., and the Williams & Wilkins Co., of Baltimore, under which the two companies will collaborate in publishing and selling non-technical books which have hitherto appeared under the Williams & Wilkins imprint. Reynal & Hitchcock have taken over trade distribution of the Century of Progress Series, which was completed last year under the auspices of the Century of Progress Exposition, and fifteen other titles on the Williams & Wilkins list, which has long been distinguished for publications in the field of research science. It is the more popular kind of works in this field which will be issued under the joint imprint. The one new title which will be published under this arrangement this spring is "The Single Woman," by Robert Latou Dickinson and Lura Beam.

# Customers' Choice

The BANK HOLIDAYS A YEAR AGO make March a swell month for comparative sales figures. We expected to find the shops we visited last week ahead of last year's figures, and we did. What surprised us was that they were all farther ahead than they'd hoped. In most cases we weren't able to do much chatting, on account of the press of customers.

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The Channel Book Shop, which can always be counted on for something special in the way of promotion, is running a series of hobby windows this month, which will culminate in a garden window to tie in with the Flower Show. The first window was full of books on all sorts of hobbies from glass collecting to knitting, centered about a hand-lettered card reading: "Develop a hobby and never feel sobby. You can have lots of fun doing lots

tize these windows throughout the month.

of things. These books tell you how—come in and get one." Harriet Anderson told us they were planning to develop and drama-

Miss Anderson and her associates are most enthusiastic about "The Flowering Thorn" by Margery Sharp (Putnam). Their first order of 50 copies was sold in a couple of weeks, and they are hoping for a total sale of around 250 copies. Other active books at the Channel are "Native's Return," "I Went to Pit College," "Sea Level," and "Farewell Victoria."

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Marcia Passage at the Sunwise Turn is also enthusiastic about "The Flowering Thorn." Mrs. Passage's male customers have already been exposed to sailing books this year and have responded enthusiastically. Two of the more popular titles are "Learning to Sail" and "Sailing Craft" (both Macmillan). The latter has been made available to booksellers at a retail price of \$4. Another book which is being snapped up by these same males is "Jungle in Sunlight and Shadow," a \$7.50



This display (3'x4') in color was effectively used by Jordan Marsh in Boston to tie in with an autographing party for Phoebe Atwood Taylor, author of "Mystery of the Cape Cod Tavern" (Norton)

Scribner book. Mrs. Passage says this book's illustrations are sales talk enough in themselves. Other popular titles at the Sunwise Turn are "The Postman Always Rings Twice," "Native's Return," "While Rome Burns," "Seaplane Solo," "The Turning Wheel," "Work of Art," "Queen Elizabeth," "Steel Trails," and "Dollars."

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Because Putnam's thinks it has in "The Flowering Thorn" a book which should interest every woman, a prize contest has been arranged for women only, with a prize of \$50 in cash for the woman who submits the best letter (not over 250 words) describing her personal reaction to the book. To the women submitting the ten next best letters will be given the choice of any book on Putnam's current spring list. Letters should be submitted on or before June 1, 1934, addressed to the Flowering Thorn Contest Editor, c/o G. P. Putnam's Sons, 2 West 45th Street, New York City. A band is being prepared for the book and a card to be posted in bookstores. The same card is being sent to women's clubs throughout the country. We were talking to Quentin Bossi, Putnam's publicity manager, the other day about "The Flowering Thorn." He said the Channel Book Shop's amazing success with



A week before the close of the Atlantic Monthly Prize Contest, this great stack of manuscripts had been submitted. Estimates are that there will be more than 1000 entries

the novel didn't make sense, when some of the larger bookstores were selling only two or three copies of it. Another example of what personal enthusiasm will do.

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Alexander Woollcott, giving his own book a marvelous puff over the radio last week, spoke of the many people who wrote in to him saying, in effect, "Dear, dear Mr. Woollcott, I'd give anything for a copy of the script of your last broadcast." To which he replied "You would, would you! Well, baby, we shall see what we shall see!" Stung to the quick, Woollcott fans stormed the bookstores the next morning, buying copies of "While Rome Burns." (We're not kidding!)

#### 火 火

Morris Axelrod of the Doubleday, Doran shop in the Grand Central Station was one of those who reported on the Woollcott rush. Mr. Axelrod also told us that, in his shop, non-fiction still outsells fiction, with economics books showing the greatest vitality. When we asked him which titles were doing best, he parried with "All of them." A window of dollar books did extremely well last week in this shop. "The Postman Always Rings Twice" is making the strongest bid for fiction.

#### 115 115

Eugene Exman of Harper & Brothers tells us of another example of radio pulling power.

Harper's has just published Dr. Harry Emerson Fosdick's first book of sermons, "The Hope of the World," and in the past two weeks has had hundreds of letters sent in from people who have listened to Dr. Fosdick's sermons on the National Vespers Hour of the National Broadcasting Company, which is on the air every Sunday afternoon over 54 stations.

#### 150 15

Two weeks ago in Customers' Choice we showed the window of garden books which the Scribner Book Store had carried early in the year. This store had another garden window last week, and it was a honey! The center of interest was a large vase of common ordinary daisies, around which were displayed all manner of garden books

with the legend: "Daisies Won't Tell-Garden Books Do."

#### 烂 烂

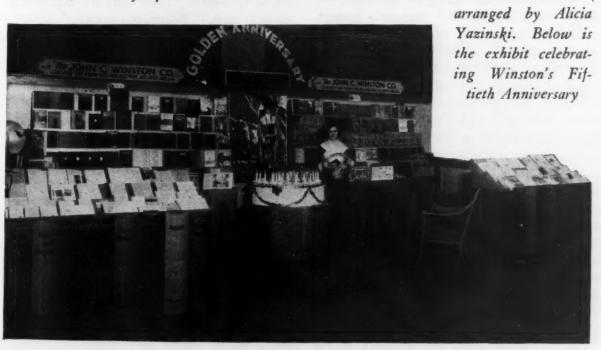
Not in a long while has there been so much interest in a book in advance of publication as has been shown in Dickens' "The Life of Our Lord," which will be brought out by Simon & Schuster on May 15th. Richard L. Simon told us the other day that the advance sale will probably be somewhere between 40,000 and 50,000. It might be more.

#### 405 405

Booksellers are doing advance work with imprinted postcards which Simon & Schuster furnishes at \$1.50 per thousand. Also available are dummies, special order books, and a poster announcing the publication date. How effective these are in conjunction with the avalanche of newspaper publicity of recent weeks is shown by the reports of a few typical booksellers. Miller & Rhoades in Richmond, Virginia, reported 75 advance orders from a 3" x 2" newspaper ad. Charles K. Jackson of Burrows Brothers in Cleveland reported 65 advance orders in 5 hours. Several salesmen in A. Kroch's Chicago store reported 100% success with people whom they approached for advance orders. On the and of March Joseph Estabrook of Joseph Horne & Co. in Pittsburgh wrote S & S that he had seven orders for the limited edition at \$10. On the 9th of March he wrote that he might need 50.



More than forty textbook publishers and dealers had exhibits in connection with the Department of Superintendence at the National Educational Association Convention at Cleveland, February 24 to March 1. Above is shown the attractive Macmillan exhibit



# Communications

## Your Opinions Are Valuable. Write the Publishers' Weekly.

"GREATLY EXAGGERATED"

Library of Antioch College Yellow Springs, Ohio March 5, 1934

Editor, Publishers' Weekly:

In the *Publishers' Weekly*, February 24, Mr. Lincoln Schuster paints a dark picture of

American culture.

"There are far too many (college graduates)," he writes, "whose acute reading apathy might be described as an occupational disease." One of the college bred, to whom I showed this article, asked ungraciously if the author drew his conclusions from the sale of Joan Lowell's masterpiece. As one whose privilege it is to observe the reading habits of undergraduates daily, and to come in contact with the intellectual interests of graduates frequently, I feel that Mr. Schuster's low opinion is greatly exaggerated.

The root of the trouble, Mr. Schuster informs us, goes back to the schools and colleges. In defense of the latter, it might be said that his indictment is based on an obsolete educational theory which has no place in modern teaching. Roughly speaking, the college years are divided into two groups, the "advisory training" period and the "self training" period. During the "advisory training" period the student is introduced to a wide range of required courses, accompanied by the usual paraphernalia of "required readings" and examinations. Does this process arouse a distaste for reading? If we ask the average undergraduate-provided he thinks about the matter at all—he will tell us that the by-products of required courses do more to stimulate his interest in books than independent reading. This is only natural. A study of the novelists, in an English course, is approached biographically, aesthetically and from the point of view of literary criticism. History is not confined to dry historical facts; it introduces the student to literature, art and philosophy.

The transition from the advisory to the "self training" period is based on the "principle of adaptation to individual needs." At this point the student is given considerable

autonomy in his choice of courses and reading. Books are the chief tools of instruction; the teacher is a leader, showing the student how to use his tools, standing by to give a helping hand, and criticizing the results.

Do college graduates continue to study after graduation? Do they read, and if so, what? The answers to these questions may be found in Shaw's "Alumni and Adult Education" (1930), and Stone's "Alumni Interest in Continuing Education" (1932). The authors conclude that a large degree of interest in educational advancement is evident. Asked to rate their preference for the educational methods listed in Stone, the alumni placed second highest "that of suggested books for keeping them abreast of modern developments in their field." The most significant part of the Stone study is found in the list of requests which alumni have made for services from their university. It merits the attention of booksellers. Under "Library" they list: Reading Groups: Some plan for purchasing books and passing them around to the alumni for reading under guidance of library. Reading lists of fiction and non-fiction literature. Book lists for children of various ages. Better co-operation between the University and the smaller libraries in the state, which need and would welcome advice on the choice of new books for their patrons, and new methods of handling books.

Reading lists in biographical and historical

fields.

Bibliographies compiled on request for special subjects of study, such as Communism, Parental Education, Population, Psychology, etc.

Suggested professional books for reading in post-graduate and professional courses. Bibliographies for short courses of study and research.

Selected and classified lists of current books.

Mr. Schuster's prescription for "reading apathy"—instruction in note-taking and in the use of books and libraries—will be warmly appreciated by librarians, although some of us may feel with Horatio, "There needs no ghost, my lord, come from the

grave to tell us this." Almost every college worthy of the name offers such instruction.

As to the merits of the reading technique attributed to Dr. Flexner, that of "tearing the heart out of a book" (the phrase belongs to Dr. Johnson), I have little patience. It is an art which few can indulge without shallow and superficial results. It finds favor in our modern world of hurried motion with the educators who are forever trying to "keep up." But as Aldous Huxley so pertinently remarks, "They are so busy keeping up that they seldom have time to read any author who thinks and feels and writes with style. In a rapidly changing age, there is real danger that being well informed may prove incompatible with being cultivated. To be well informed, one must read quickly a great number of merely instructive books. To be cultivated, one must read slowly and with a lingering appreciation the comparatively few books that have been written by men who lived, thought and felt with style."

Sincerely yours,
GUY R. LYLE
Librarian

#### A GERMAN OBJECTS

Translation

J. F. Lehmanns Verlag, Munchen 2 SW Paul Heyse Str. 26 February 21, 1934

Editor, The Publishers' Weekly:

As a subscriber of the *Publishers' Weekly* I read with great regret Mr. Emil Lengyel's article on February 3rd. The author gives a completely distorted picture and shows that he judges the situation falsely. I do not want to go into the details of his report, since they reveal his hostile attitude toward national socialism.

Several facts are erroneous, such as the statement that more than 10 per cent of the Jewish population has left Germany. Unfortunately this is not the case. The statement that the Germany of to-day reads only second-rate authors is also erroneous and shows that the author has not gone profoundly enough into the real situation. It is only to-day that authors of eminence, such as Kolbenheyer, Gerhart Hauptmann, Wilhelm Schaefer, etc., are among the most read writers. It is right that the importance of men like Thomas and Heinrich Mann, Lion Feuchtwanger, Emil Ludwig, etc., has de-

creased considerably, but it should be known that these authors were not so generally recognized in Germany as they were in America, which showed a special weakness for them.

It may be true that American translations are not read so much in National Socialist Germany as they were before, but surely the circulation of these books has not gone back so much as the circulation of German books in foreign countries.

I hope that such articles as Mr. Emil Lengyel's will not appear more frequently in your magazine, since otherwise people in Germany would have to give up reading it.

Yours very truly,

OTTO SPATZ

THE author of the statement that about ten per cent of the Jews have left Germany is James MacDonald, Commissioner General of the German emigrés, and this statement has been printed in every civilized country. As to the popular authors, I should like to tell Herr Spatz that I should take any time Thomas Mann instead of Herr Kolbenheyer.

EMIL LENGYEL

## Obituary Notes F. ANSTEY

THOMAS ANSTEY GUTHRIE, English novelist, better known under his pen name of F. Anstey, died in London on March 11th at the age of 77. Mr. Anstey was a contributor to Punch, and created a wonderful gallery of portraits illustrating the English character in all its rich variety. His book "Vice Versa" which was published in 1882 was an immediate success and was made into a successful play by its author. Thereafter he brought out nearly a book a year for the next thirty years and a total of about eight plays including "The Man from Blankley's" in 1901 which made a hit in England and the United Among his stage writings were adaptations of four Molière comedies. He was the author of "The Black Poodle," "The Tinted Venus," "The Fallen Idol," "The Brass Bottle" and many others. A bibliography of the works of F. Anstey, privately printed in London, was reviewed by John Carter in the Publishers' Weekly of January 16, 1932.

# Market News

# One Month from Now - A Forecast

ANOTHER MAN'S WIFE, by Marie Belloc Lowndes. Longmans, Green, \$2.

THE LORD'S ANOINTED, by Ruth Eleanor McKee. Doubleday, Doran, \$2.50.

MEMORIES OF MY CHILDHOOD, by Selma Lagerlöf. Doubleday, Doran, \$2.50.

löf. Doubleday, Doran, \$2.50.
TIGER ISLAND, by Gouverneur Morris. Dutton,
\$2.

THE DEATH SHIP, by B. Traven. Knopf, \$2.50.

QUEEN'S CAPRICE, by George Preedy. King, \$2.50.

Apr. 18. A story of love, crime and suspense in English society, by the author of "Letty Lynton."

Apr. 18. Christopher Morley has been stirring up interest in this novel of Hawaii. D. D. will tie up publicity with travel agencies and have pictures of Hawaii for bookstores.

Apr. 18. A distinguished poster and an interesting circular will be ready.

Apr. 18. An adventure romance by a popular author who has not had a new book in several years.

Apr. 23. A novel about an American sailor by a popular Russian author. It has already appeared in 12 languages, selling 250,000 copies in Germany and over a million in Russia.

Apr. 23. A novel about Mary of Scotland by the author of "General Crack," etc.

## Out This Week

- CHILDREN OF THE POOR, anonymous. Vanguard Press, \$2.50.
- THE CHRONICLE OF CAROLINE QUELLEN, by Seton Peacey. Smith & Haas, \$2.50.
- THE CRUCIFIXION OF LIBERTY, by Alexander Kerensky. John Day, \$2.75.
- THE ECONOMY OF ABUNDANCE, by Stuart Chase. Macmillan, \$2.50.
- THE EVIL EMPRESS, by Grand Duke Alexander. Lippincott, \$2.
- THE HOUSE ACROSS THE RIVER, by Elizabeth Corbett. Reynal & Hitchcock, \$2.
- IN SIGHT OF EDEN, by Roger Vercel. Harcourt, Brace, \$2.50.
- A JOURNAL OF THESE DAYS, by Albert Jay Nock. Morrow, \$2.75.
- JAMES JOYCE AND THE MAKING OF ULYSSES, by Frank Budgen. Smith & Haas, \$2.50.
- THE LIFE OF CARDINAL MERCIER, by John Gade. Scribner, \$2.75.
- MERIWETHER LEWIS OF LEWIS AND CLARK, by Charles Morrow Wilson. Crowell, \$3.
- MURDER OF THE SECRET AGENT, by J. S. Fletcher. Knopf, \$2.00.
- NAZI MEANS WAR, by Leland Stowe. Whittlesey House, \$1.50.
- THE OPPERMANNS, by Lion Feuchtwanger. Viking Press, \$2.50.
- THE PORTCULLIS ROOM, by Valentine Williams. Houghton Mifflin, \$2.
- THOMAS A. EDISON, by Mary Childs Nerney. Smith & Haas, \$3.50.
- THE WORK-PETERSON ACCURATE VALUATION SYSTEM OF CONTRACT BRIDGE. Winston, \$1.50.

- Vanguard's dark horse. An autobiographical novel, laid in the New Zealand Slums.
- A story of Victorian times, which will have N. Y. newspaper advertising, and a poster by the jacket
- An autobiographical account of the fight for liberty in Russia and a critique of present political dictatorships, by a famous exile from Russia.
- Posters, postcards, circulars and national advertising. Two printings already of 10,000 each.
- Special advertising, a color poster and smaller cards.
- A novel by the author of "The Young Mrs. Meigs." Third printing before publication.
- With Rockwell Kent illustrations and poster.
- Observations of America during the months from June 1932 to December 1933.
- An intimate study which will be interesting to the many buyers of "Ulysses."
- This life of one of the heroic figures of the war has also a special Catholic appeal.
- A poll of librarians showed 86% seeing a need for such a biography.
- There's always a Fletcher audience.
- That Germany is re-arming physically and psychologically is the theme of a timely little volume. It is being advertised. Two posters available.
- \$5000 consumer advertising campaign for the first three weeks. Elaborate dealer aids including large window cards, small tags and stickers.
- Special advertising for this mystery story.
- Scientific Book Club selection for March. Magazine advertising.
- A new system by two well-known tournament players. Milton Work has a large following.

# Market News

## Current Best Sellers

- WORK OF ART, by Sinclair Lewis. Doubleday, Doran, \$2.50.
- ANTHONY ADVERSE, by Hervey Allen. Farrar & Rinehart. \$3.
- WITHIN THIS PRESENT, by Margaret Ayer Barnes. Houghton Mifflin, \$2.50.
- A MODERN TRAGEDY, by Phyllis Bentley. Macmillan, \$2.50.
- ULYSSES, by James Joyce. Random House, \$3.50. LIFE BEGINS AT FORTY, by Walter B. Pitkin. Whittlesey House, \$1.50.
- THE NATIVE'S RETURN, by Louis Adamic. Harper, \$2.75.
- BRAZILIAN ADVENTURE, by Peter Fleming. Scribner, \$2.75.
- 100,000,000 GUINEA PIGS, by Arthur Kallet and F. J. Schlink. Vanguard Press, \$2.
- MORE POWER TO YOU! by Walter B. Pitkin. Simon & Schuster, \$1.75.

- Leader at N. Y., Philadelphia, Washington, Atlanta and St. Louis stores reporting to the *Times*. First in fiction on the *Herald-Tribune* list of best sellers.
- Boston and San Francisco stores report it first in the *Times*. First on McClurg's latest best seller list and on that of the Chicago *Daily News*. More than 5000 sold last week.
- A best seller everywhere.
- The best seller at five Chicago stores reporting to the *Times* last week. Second on the *Daily News* tabulation of Chicago stores.
- 35,000 sold.
- 110,000 sold. Reported as their best seller by New Orleans and Atlanta stores last week. Firmly intrenched as Chicago's leader.
- Leader on the *Herald-Tribune's* non-fiction list of best sellers.
- First at five Chicago stores reporting to the *Times* last week.
- Vanguard is increasing its advertising campaign in connection with legislative discussion in Washington.
- Increasing sales steadily.

## Other Bookstore Favorites

- MANHATTAN LOVE SONG, by Kathleen Norris. Doubleday, Doran, \$2.
- THE UNFORGOTTEN PRISONER, by R. C. Hutchinson. Farrar & Rinehart, \$2.75.
- MURDER IN THE CALAIS COACH, by Agatha Christie. Dodd, Mead, \$2.
- THE POSTMAN ALWAYS RINGS TWICE, by James M. Cain. Knopf, \$2.
- WE RIDE THE GALE! by Emilie Loring. Penn, \$2.
- THE HOUR OF DECISION, by Oswald Spengler. Knopf, \$2.50.
- I WENT TO PIT COLLEGE, by Lauren Gilfillan. Viking Press, \$2.50.
- CHARLES DICKENS, by Stephen Leacock. Double-day, Doran, \$3.
- THE ROBBER BARONS, by Matthew Josephson. Harcourt, Brace, \$3.
- QUEEN ELIZABETH, by J. E. Neale. Harcourt, Brace, \$3.75.

- Sold second only to "Anthony Adverse" at Mc-Clurg's last week. A best seller in Philadelphia, New Orleans and St. Louis stores according to the Times.
- Reported second by Philadelphia stores and third in San Francisco. A Brentano best seller.
- A best seller last week at McClurg's and Brentano's.
- The best seller at Brentano's, N. Y., for several
- Third at Boston stores last week, also a best seller in N. Y.
- Boston, Philadelphia, Chicago report it a best seller.
- Excellent reviews. The best-selling book in nonfiction at six Philadelphia stores last week.
- Newspaper publication of Dickens' "The Life of Our Lord" may be promoting interest in the biography, which has had good sales and now takes a sudden spurt.
- Second printing. Seven N. Y. stores list it as their best seller in the Times.
- Second in sales at three Washington stores last week. A Brentano best seller.

## Market News

## Books for the Holy Week

EVERY WEEK this department prints a list of books on special subjects. We will be glad to receive suggestions from booksellers as to subjects which will be helpful to them.

Great Questions of the Last Week. By B. H. Bruner. Cokesbury Press, \$1.

THE ROYAL BANNERS. By Bernard Clements. Longmans, Green, \$1.50.

OUTLINE ADDRESSES FOR THE THREE HOURS DEVOTION. By Marcus Donovan. Morehouse, 85¢.

WATCHERS BY THE CROSS. By Peter Green. Longmans, \$1.50.

His Last Thursday. By James S. Kirtley. Judson Press, \$1.

### Notice to Control Card Users

THE price of "Economic Reconstruction" edited by Robert M. MacIver (Columbia Univ. Press) has been changed from \$2.50 to \$2.

"The Lesser Antilles Case" by Rufus King (Doubleday) has been postponed from Mar. 14th to Mar. 21st.

"Your Germs and Mine" by Berl Ben Meyr (Doubleday) has been postponed from Apr. 18th to May 16th.

The following Farrar & Rinehart changes: "The Incurable Filibuster" by Col. Dean Lamb postponed from Mar. 22nd to Mar. 26th; "The Ten Million" by Mark Hellinger postponed from Apr. 26th to May 10th; "Man with Four Lives" by William Joyce Cowen postponed from Mar. 19th to Mar. 29th; the price of "The Story of the Country Boy" by Dawn Powell changed from \$2 to \$2.50.

"Tips on Tables" by George Ross (Covici-Friede) was postponed from Jan. 27th to Mar. 19th.

"Bright Star" by Mary Schumann (Macrae-Smith) has been postponed from Mar. 19th to Mar. 26th.

"The Man from Yonder" by Harold Titus (Macrae-Smith) has been postponed from Mar. 19th to Mar. 26th.

"Hermitage Island" by Gertrude Pahlow (Penn) has been advanced from Mar. 23rd to Mar. 16th.

"The Witchfinders" by Stanley Hart Cauffman (Penn) has been postponed from Mar. 16th to Mar. 30th.

#### Trade Note

ALFRED A. KNOPF, INC., announces that beginning the 12th of March all publications will be shipped through the K. M. V., Inc., of 518 West 26th Street, New York City, a service corporation, which will also take care of list boy orders. Mail orders should still be sent to the Knopf offices at 730 Fifth Avenue.

## Change in Price

#### CLAUDE KENDALL

"The Superhuman Life of Gesar of Ling" by Alexandra David-Neel. This title was contracted August 7, 1933 and immediately announced to be a \$3.00 book for early publication. In the interim rising manufacturing costs have made it an impossibility to offer this book for sale at less than \$3.50. Publication date—March 12, 1934.

## Book Club Selections

#### LITERARY GUILD

April—"The New Dealers" by Unofficial Observer. Simon & Schuster.

#### BOOK-OF-THE-MONTH CLUB

April—"Seven Gothic Tales" by Isak Dinesen. Smith & Haas.

#### SCIENTIFIC BOOK CLUB

March—"Thomas A. Edison—A Modern Olympian" by Mary Childs Nerney. Smith & Haas.

#### Religious Book Club

March—"The Life of Cardinal Mercier" by John Gade. Scribner.

#### CATHOLIC BOOK CLUB

April—"Fish on Friday" by Leonard Feeney, S.J. Sheed & Ward. "The Secret of the Little Flower" by Henri Gheon. Sheed & Ward.

#### LUTHERAN BOOK CLUB

March—"Mooring Masts of Revelation" by Dr. Melvin Grove Kyle. Revell.

# The Weekly Record

## Describes and Indexes the New Books of all Publishers in a Convenient Reference and Buying List for Bookstores and Libraries

Hi: History

Ec: Economics Ju: **Juveniles** Bi: Biography Fi: Fiction Mu: Music Bu: Business Adam and two Eves. 253p. D [c. '34] Fi N. Y., Macaulay The strange story of a girl's experiences normal and abnormal love, as told by herself. Aiken, Ralph The ghost hunters. 257p. D c. N. Y., McBride A humorous mystery story set in a haunted house in the wilds of Connecticut. Alexander, grand duke of Russia Fi
The evil empress; a romance of the court of
Catherine the Great. 307p. D '34, c. '33, '34 Phil., Lippincott A posthumous novel about Catherine the Great of Russia, by her great-great-grandson. Anonymous Children of the poor. 311p. D [c. '34] N. Y.,

Dr: Drama

Ar: Fine Arts

An autobiographical novel about a sordid boyhood passed in the slums of a New Zealand city.

Armstrong, F. E.

The book of the Stock Exchange; a comprehensive guide to the theory and practice of stock and share transactions and to the business of members of the London and Provincial Stock Exchanges. 414p. O

'34 [N. Y.], Pitman Aron, Harold G.

Vanguard

Respectfully submitted. 348p. [c. '32] N. Y., Long & Smith 2.50 Originally published by the Georgic Press.

Austin, Mrs. Mary Hunter Fi
One-smoke stories. 308p. il. D c. Bost., Houghton
Stories and anecdotes told by Indians as they sit around the camp fire and smoke.

Bates, Sylvia Chatfield Fi
I have touched the earth. 306p. D [c. '34] Ind.,
Bobbs-Merrill 2.50
A psychological novel portraying the tragic life of
Stella Donne. It has an American setting.

Beard, Charles Austin

Po: Poetry

Re: Religion

Sc: Science

The nature of the social sciences, in relation to objectives of instruction. 246p. (bibl. footnotes) D (Report of Commission on Social Studies, pt. 7) [c. '34] N. Y., Scribner

Sp: Sports

Behrman, Samuel Nathaniel Dr Three plays: Serena Blandish, Meteor, The second man. 335p. D [c. '25-'34] N. Y., Farrar & Rinehart 2.50

Binding, Rudolf
Der Opfergang; ed. by Charlotte H. Pekary. 121p.
D '34 N. Y., Prentice-Hall 1.20

Bowman, Isaiah: Clark, Rose B.

Geography in relation to the social sciences: Geography in the schools of Europe. 412p. (10p. bibl., bibl. footnotes) il mans diagra. D. (American

bibl. footnotes) il., maps, diagrs. D (American Historical Ass'n, Report of Commission on Social Studies, pt. 5) [c. '34] N. Y., Scribner 2.25

Brigham, Carl Campbell

The reading of the comprehensive examination in English. 50p. O c. '34 Princeton, N. J., Princeton

The results of a series of studies of the problem of reading the written examination made by a member of the College Entrance Examination Board.

British Museum manuscripts; first ser. no p. F c. Grand Rapids, Mich., Bookery Press

Reproductions of sixteen documents from the British Museum, by Defoe, Swift, Voltaire, Shelley, Johnson, Dickens, etc., with short explanatory notes.

Budgen, Frank

James Joyce and the making of Ulysses. 325p.
il. O c. N. Y., Smith & Haas 2.50
A critique and analysis of the novel "Ulysses," and a commentary on its author, James Joyce, by one who knows him well.

This List aims to be a complete and accurate record of American book publication. Publishers should send copies of all books promptly for annotation and entry, and the receipt of advance copies insures record simultaneous with publication. The annotations are descriptive, not critical; intended to place, not to judge the books. Pamphlet material and books of lesser trade interest are listed in smaller type.

The entry is transcribed from the title-page when the book is sent for record. Prices are added except when not supplied by publisher or obtainable only on specific request, in which case the word "apply" is used. When not specified the binding is "cloth."

Imprint date or copyright date is always stated, except when imprint date and copyright date agree and are of the current year, in which case only "c" is used. No ascertainable date is designated thus: [n. d.].

Sizes are indicated as follows: F (folio: over 30 centimeters high); Q (4to: under 30 cm.); O (8vo: 25 cm.); D (12mo: 20 cm.); S (16mo: 17½ cm.); T (24mo: 15 cm.); sq., obl., nar., designate square, oblong, narrow.

\*indicates a translation from a foreign language, a key used at the request of the International Institute of Intellectual Cooperation of the League of Nations.

M

G

Campbell, Robert Clifford Re Modern evils. 128p. D [c. '33] N. Y., Revell  Sermons on modern forms of worldliness that lead to evil.	Cory, Charles Barney Vagrant verses (1913 to 1933); lim. numbered ed. 45p. O c. Chic., Author, 75 E. Wacker Dr. bds., 2.00
Chamberlain, George Agnew Fi Marriage for revenue. 314p. D [c. '33, '34] Ind., Bobbs-Merrill 2.00 Larry Raglan sailed along smoothly, marrying the wrong girls and then paying alimony, until the stock market crash came.	Culver, Jane  So stood I. 261p. D c. Bost., Houghton 2.00  The story of the spiritual conflict of young Nancy Carson who tried to throw off the influence of her religious upbringing and turned to her younger brother for understanding.
Chase, Stuart  The economy of abundance. 334p. (4p. bibl.)  D. c. N. Y., Macmillan  An analysis of our changing economic pattern viewed with a broad perspective, uncritically, as an inevitable result of the power age.	David-Neel, Mme. Alexandra and Yongden, Lama  The superhuman life of Gesar of Ling. 396p.  D [c. '34] [N. Y., Kendall] 3.50  An English version of the Gesar of Ling epic, the national poem of Tibet.
Clark, Sydney Aylmer England on fifty dollars. 287p. il., map T (Fifty dollar ser.) c. N. Y., McBride  Collins, William Oriental eclogues; lim. ed. 36p. il. (pt. col.) O ['33] San Francisco, Windsor Press, ½ lea., 7.50	Dean, Gregory  The case of the fifth key; a swivel chair solution.  280p. D [c. '34] N. Y., Covici, Friede  Deputy Commissioner Benjamin Simon solves the murder of Samuel Marks, a power in the New York underworld, through careful study of the records and reports of the police department.
Conquest, Joan [Mrs. Leonard Cooke] Fi Love triumphant. 307p. D [c. '34] N. Y., Macaulay 2.00 A tale of love and adventure, laid in the mountains of Mongolia.  Coolidge, Dane Fi The fighting Danites. 284p. D c. N. Y., Dut-	Dearing, Charles, and others  The A B C of the NRA. 16op. '34 Wash., D. C., Brookings Inst. 1.50  Delayen, Gaston  Cleopatra; tr from the French by Farrell Symons.  294p. (bibl.) D c. N. Y., Dutton 3.75  A new picture of Egypt's exotic queen as a woman
ton An adventure story with a background of Brigham Young's Mormon Empire.	who used herself to bring peace and might to her country.
Copland, Douglas Berry  Australia in the world crisis 1929-1933. 224p. (bibl. footnotes) diagrs. O c. N. Y., Macmillan  A study of Australian economic policy during the depression.	Death cruises south. 312p. maps D c. N. Y.,  Morrow 2.00 Dr. Pace and his Negro valet, vacationing in Bermuda, help the local constabulary solve the murder of Lawrence Pendler, New York theatrical producer.
Corbett, Elizabeth Frances  The house across the river. 274p. D c. N. Y., Revnal & Hitchcock  The strange French couple, who moved into the little house across the river in the Chicago suburb, threw a terrifying shadow over the happy married life of Anne Farwell, to the bewilderment of her husband and friends.	Douglas, Paul Howard Ec The theory of wages. 659p. (56p. bibl.) diagrs. O.c. N. Y., Macmillan This economic study, which was awarded the Hart, Schaffner and Marx Prize of \$5,000 in an international competition, analyzes the way in which wages are fixed under equilibrium conditions and develops the theory of production.
American Schools of Oriental Research; annual, v. 13. 166p. il. '33 New Haven, Conn., Yale 2.50	Buechel, Frederick Anthony Eight years of livestock shipments in Texas; pt. 1,

Am Aziere, Rev. Charles Accounting for Catholic institutions of higher education. 28p. O (Nat'l Benedictine Educational Ass'n bull. v. 16, no. 2) '33 c. Atchison, Kan., Nat'l Benedictine Educational Ass'n pap., .25

Bernstein, Louis
The N. R. A. and the New Deal. 4op. il. D '33
N. Y., Globe B'k pap., .15

Bill, Annie C.
Government in the new era; its basic relation to conscious evolution. 96p. D c. N. Y., A. A. Beauchamp, pap., .50

[Boswell, Victor R. and others] Descriptions of types of principal American varieties of tomatoes. 54p. il. (pt. col.) Q (U. S. Dept. of Agri. misc. pub'n no. 160) '33 Wash., D. C., Gov't Pr. Off.; Sup't of Doc.

Breck, Daniel
Puke lawin'; law makin' and law breakin' in Missouri
especially. 186p. O '33 St. Louis, Author, Fullerton
2.00

Brown, Victor Jacob and Conner, Carleton N.

Low cost roads and bridges. 544p. il. O [c. '33]
Chic., Gillette Pub. Co., 400 N. Madison St. 6.00

Cattle and calves. 131p. diagrs. Q '33 Austin, Univ. of Tex.

Carver, Rev. Charles C. W., comp.

The way of Calvary; devotions for the Stations of the Cross; based on Holy Scripture, the Book of Common Prayer, and Christian tradition; 2nd ed. 31p. D [c. '34] Milwaukee, Morehouse pap., .05

Clark, Leonard B.

The reactions of insects to light. 52p. O '33 Balt.,
Johns Hopkins Press pap., .50 Commercial arithmetic rapid calculation tests. '33 N. Y., Globe B'k 24p. D pap., .15

Daniels, Mortimer B. Corporation financial statements. 138p. (bibl. footnotes) O (Mich. business studies, v. 6, no. 1) c. Ann Arbor, Univ. of Mich. pap., 1.00

Devries, Julianne
The Campfire girls on Caliban Island.
(Campfire girls ser.) [c. '33] Cleveland, O., World Syndicate Pub. Co.

1280. D
pap., .20

Drnec, G. and Welcl, J. V.

Life of Anton J. Cermak, mayor of Chicago [in
Bohemian only]. 98p. il. O '33 Milwaukee, Caspar,
Krueger, Dory pap., 1.25

Re Durden, C. W., D.D. The epic of Jesus 187p. D [c. '34] N. Y., 1.50 A long poem in blank verse, telling the life of Jesus.

Embree, Edwin Rogers, and others

Island India goes to school. 120p. il. (col. front.) map O [c. '34] [Chic.], Univ. of Chic. Press

bds, 2.00 A survey of the education of Malay peoples under Dutch rule, which was made under the auspices of the Julius Rosenwald Fund.

## Feuchtwanger, Lion [J. G. Wetcheek, pseud.]

The Oppermanns [tr. from the German]. 406p. O c. N. Y., Viking 2.50

The story of a German-Jewish family before and after the Nazi régime.

Fisher, Mrs. Dorothea Frances Canfield Tourists accommodated; some scenes from present-day summer life in Vermont. 90p. diagr. D [c. '32, '34] N. Y., Harcourt pap., .75
A comedy especially fitted to the needs of small theatrical groups.

Fletcher, Joseph Smith Murder of the secret agent. 290p. D c. N. Y., Knopf

The last Chaney and Camberwell case is concerned with the robbery and murder of two London jewelers.

#### Freeman, Graydon La Verne and Freeman, Ruth Sunderlin

The child's first picture book; introd. by Patty S. Hill. 40p. il. (col.) sq. D '33 Chic., Northwestern Univ. Press

Gade, John Allyne The life of Cardinal Mercier. 321p. (2p. bibl.) il. O c. N. Y., Scribner

A biography of the Belgian Cardinal who was one of the great heroic figures of the World War.

Gardner, Ernest Arthur

Poet and artist in Greece. 132p. il. D'34 N. Y.,

A discussion of the conditions of literary and artistic representations of Greek myths, and the relations between the two in various periods. The substance of the Yates Lectures given at University College, London in the substance of the restriction of the substance of the restriction of the substance of the su don, in 1931.

Gee, Wilson Parham

Social science research organization in American universities and colleges. 284p. (bibls., bibl. footnotes) O (Univ. of Va. Inst. for Research in Social Studies monograph no. 19) c. N. Y., Appleton-Century

The results of a thorough study of social science research organizations in American institutions of higher learning.

Gerwig, Henrietta, ed.

Crowell's handbook for readers and writers. 744p. O [c '25] N. Y., Crowell

This printing contains a table to illustrate the development of literary forms and a time chart of the chief British authors.

Gibson, Axel Emil

Immortality in the light of reason. 82p. S [c. '33] Los Angeles, [Author, 436 Bradbury Bldg.] 1.00; pap., .55

Goldman, Emma Living my life [1 v. ed.]. 1016p. il. O '34, c. 31 N. Y., Knopf

#### Graeme, Bruce, pseud. [Graham Montague Jefferies]

Epilogue. 320p. D c. Phil., Lippincott 2.00
A new ending for Dickens' "The Mystery of Edwin Drood" in which a modern Scotland Yard detective investigates the case.

Green, Rev. Peter I believe in God. 374p. (bibl. footnotes) D '34 N. Y., Longmans

Three books on the Father, the Son and the Holy Ghost, collected in one volume. The author, Canon of Manchester, is chaplain to the King of England.

. . . something new out of Africa. 227p. (bibl.) il. (pt. col.), maps (col.) O '34 [N. Y.], Pitman

The author, who commanded the squadron of the Royal Air Force in the Sudan, describes his flying experiences in Africa.

Hamilton, Cosmo The splendor of torches. 311p. D c. N. Y., McBride 2.00 The romance of Margot, the youngest of a large English family, who tries to help in their financial difficulties, even to the point of marrying for money.

Handbook of adult education in the United States 1934. 390p. (bibls.) O [c. '34] N. Y., Amer. Ass'n for Adult Educ. 2.00; 1.50, to members A directory of national organizations engaged in adult education and of important local adult education efforts, together with data relating to their many activities during the last decade.

Hartman, Herbert, ed.

Surrey's Fourth boke of Virgill; ed with introd., variant readings, and notes [lim. numbered ed.]. 82p. O '33 N. Y., Oxford buck., 4.50 buck., 4.50 Including a facsimile reproduction.

Engberg, Robert M. and Shipton, Geoffrey M.

Notes on the Chalcolithic and Early Bronze Age
pottery of Megiddo. 104p. (bibl. footnotes) il., diagrs.

O (Oriental Inst. studies in ancient Oriental civilization, no. 10) [c. '34] Chic., Univ. of Chic. Press

Flemming, Alfred Howell Flemming's formulary; a formulary of civil procedure and rules of certain courts; 3rd rev. ed. by Harry McEnerny, jr. 1030p. c. '33 New Orleans, F. F. Hansell & Bro. lea. cl., 20.00

Gardner, Henry Alfred
Physical and chemical examination of paints, varnishes, lacquers and colors; 6th ed. 1500p. il., diagrs.
O'33 Wash., D. C., Inst. of Paint & Varnish Research,
buck., 11.00

German-English dictionary of metallurgy; pt. 1, German-English; ed. by Freeman. 327p. '33 N. Y., G. E. 9.00

Glanville, James Linus
Italy's relations with England, 1896-1905. 170p. (6p. bibl.) O (J. H. Univ. studies in historical and political science, ser. 52, no. 1) c. Balt., Johns Hopkins Press pap., apply

Grange, Wallace B. and McAtee, W. L.
Improving the farm environment for wild life. 61p
il., diagrs. O (Farmers' bull no. 1719) ['34] [Wash.
D. C.], Gov't Pr. Off.; Sup't of Doc. pap., .0 pap., .05

Hale, Clayton G. An approach to fire insurance. 90p. S [c. '33] Phil., Spectator Co. bds., 1.00

Hamer, Philip May, ed.
Tennessee; a history, 1673-1932; 4 v. 1937p. (bibl. notes) il. Q '33 N. Y., Amer. Historical Soc. buck., apply

Hamm, William Albert and Dombrow, Oscar Current problems in American history; 2nd ed. 200p. (bibl.) il., diagr. D [c. '33] N. Y., College Entrance pap., .50

Hawk, Emory Q. Hi Economic history of the South. 557p. (bibls.) maps, diagrs. D (Prentice-Hall hist. ser.) '34 N. Y., Prentice-Hall

Helton, Roy Addison Fi Nitchey Tilley; a novel. 352p. D c. N. Y.,

Accompanied by a mountain girl as innocent as himself, Nitchey Tilley leaves the North Carolina mountains where he has been reared, to go to New York. The book tells of their misadventures and of the boy's attainment of a mature understanding.

Henney, Keith

Principles of radio; 2nd ed. rev. 491p. D '34 N. Y., Wiley 3.50

Herm, Heinrich The voyage; tr. from the German by Margaret Goldsmith. 305p. D [c. '34] N. Y., Farrar &

A dramatic novel of disaster at sea, of the hysteria which swept over the sinking S.S. Australia, a round-the-world luxury liner.

Herriott, Frank W.

A community serves its youth. 231p. (3p. bibl.) maps O '33 c. N. Y., [Ass'n Press] 2.00
A case study of the scope and relationship of agencies dealing with high school students in a suburban community. The place where the study was made is Montclair, N. J.

Hollis, F. J., D.D.

The archaeology of Herod's Temple, with a commentary on the tractate 'Middôth'. 38op. (2p. bibl.) front., diagrs. O ['34] [N. Y., Dutton] 5.00
A study of Herod's Temple at Jerusalem as it stood at the beginning of the Christian era.

Houston, Margaret Bell [Mrs. M. L. Kauffman]

Magic valley. 318p. D '34, c. '33, '34 N. Y., Appleton-Century A young girl, brought up on an isolated Texas ranch, finds herself the center of a tangled romance that involves five other people.

Ivey, G. F.

The physical properties of lumber. 273p. il. D [c. '34] Hickory, N. C., Southern Pub. Co. 2.00
A guide to the lumber of the principal species of trees in the United States, for the use of boys studying manual training or beginners in furniture factories and other wood-working industries.

Janzen, Cornelius Cicero and Stephenson, Orlando Worth

Everyday economics; a study of practices and principles [new ed.]. 540p. (bibls.) il., diagrs. D [c. '31, '34] Newark, N. J., Silver, Burdett 1.68

Jones, Rufus Matthew The trail of life in the middle years. 250p. D N. Y., Macmillan

A continuation of the account of the author's religious development begun in "Finding the Trail of Life" and "The Trail of Life in College."

Hertzler, Arthur Emanuel and Koeneke, Irene A.
Surgical pathology of the mammary gland. 283D.
(bibls.) il. O (Hertzler's monographs on surgical pathology) [c. '33] Phil., Lippincott 5.00

Hogan, Sister Mary Genevieve
The legend of Dathi; an analogue to the chronicle story of Arthur. 81p. (bibl.) O '33 Wash., D. C., Catholic Univ. of Amer. pap., 1.20
Hogeboom, Floyde Eddy and others
Practical pedodontia, or, Juvenile operative dentistry

Kerensky, Aleksander Feodorovich

The crucifixion of liberty; tr. [from the Russian] by G. Kerensky. 406p. O [c. '34] N. Y., John Day A history of the rise of the revolutionary spirit in Russia, an account of the author's important part in the Revolution, and an attack on the rise of dictatorships which abolish liberty.

Kerwin, Mrs. Madeleine Partnership contract; a simple guide to sound team work in both bidding and play. 188p. D c. N. Y., Morrow

A book for social players which tells how to get the utmost out of the game no matter what systems are

being played.

King, Marian Kees and Kleintje; il. by Elizabeth Enright. no p. il. (col.) Q [c. '34] Chic., A. Whitman 2.00

The story, in pictures and text, for small children, of a Dutch boy and his unusual pet duck. A sequel to "Kees," published in 1930.

Kniffen, William Henry

Better banking; a treatise on bank management in the light of the depression. 444p. D c. N. Y., McGraw-Hill

The author is vice president of the Bank of Rock-ville Centre Trust Co., N. Y.

Kuhnelt-Leddihn, Erik R. v.

The gates of hell; an historical novel of the present day; tr. [from the German] by I. J. Collins. 448p. D '34 N. Y., Sheed & Ward 2.50 A novel, laid in Russia and Germany, about the modern conflict between Catholicism and Communism.

Lane, Frederick Chapin Venetian ships and shipbuilders of the Renaissance. 294p. il. O (Johns Hopkins historical pubn's, v. 3) '34 Balt., Johns Hopkins Press

Lanyon, Walter Clemow

Out of the clouds; a book on Absolute Science based on the teachings of Father Divine. '34 Los Angeles, De Vorss & Co.

Lindbergh, Charles A.

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A book by the famous "Lindy's" father, which was originally published in wartime.

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The spiritual problems of the day as discerned in the writings of leading authors. The author is a professor in Yale Divinity School.

and public health dentistry; an introductory text for students and practitioners of dentistry; 3rd ed. 328p. (bibl.) il., diagrs. O c. '33 St. Louis, C. V. Mosby

Isserman, Ferdinand Myron

Sentenced to death! the Jews in Nazi Germany; an opinion based on one month's study in the Third Reich. 31D. O '33 St. Louis, Modern View Pub. Co., 210 Olive St. pap., .25

Lyman, Rollo La Verne, and others

Daily-life language series; introductory b'k. 266p. il. (pt. col.) D [c. '34] Bost., Ginn Daily-life language series; b'k 1. 415p. il. (pt. col.), diagrs. D [c. '34] Bost., Ginn .80

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Daily-life language series; b'k 3. 556p. (bibls.) il. (col. front.), diagrs. D [c. '34] Bost., Ginn .96 A program of language study for grades 2-8.

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Civic education in the United States. 218p. (6p. bibl., bibl. footnotes) D (Report of Commission on Social Studies, pt. 6) [c. '34] N. Y., Scribner 1.75

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Montague, Margaret Prescott Closed doors; studies of deaf and blind children; new and enl. ed. 227p. D '34, c. '15-'34 Bost., Houghton

Moore, Annie Edgerton

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ences of nature [lim. ed.]. 48p. D (Welch Bibliophilic Soc. pub'n no. 1) ['34] Balt., Remington Putnam B'k Co., 347 N. Charles St. bds., 2.50

Wells, William M. Bi

The desert's hidden wealth; the life-story of a man of the American people: Kansas, from desert to world-granary. 232p. il. D [c. '34] [Los Angeles, Author, 3978 S. Vermont Ave.] 1.50

The autobiography of a mid-western pioneer.

Werner, Mabel Tyson Po Glad wilderness. 67p. D [c. '33] [Brooklyn, N. Y., Author, 1911 Albemarle R'd] bds., 1.00

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Woolley, Charles Leonard, and others Ar Ur excavations; v. 2, The Royal Cemetery; a report on the predynastic and Sargonid graves excavated between 1926 and 1931 [2 v.]. 624p. (3p. bibl.); 287p. il. (pt. col.), map, diagrs. F (Pub'ns of joint expedition of British Mus. and of Mus. of Univ. of Pa. to Mesopotamia) '34 [Phil., Univ. of Pa. Press bds., 15.00

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U. S. Dept. of Agriculture

Report of the President's Committee on Wild-Life Restoration. 35p. front., map, diagr. O '34 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. pap., .10 [Working, Holbrook]
Price relations between May and new-crop wheat, futures at Chicago since 1885. 45p. (bibl. footnotes) diagrs. Q (Wheat studies, v. 10, no. 5) c. Stanford Univ., Cal., Food Research Inst.

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Famous friends of God. Sawyers, M. R. 1.50 A B C of the NRA, The. Dearing, C. 1.50 Brookings Inst. Revell Fighting Danites, The. Coolidge, D. 2.00 Adam and two Eves. 2.50 Macaulay Advanced biology. Newman, B. M. 1.00; .60 College Entrance B'k Co. Gates of hell, The. Kuhnelt-Leddihn, E. R. 2.50 Archaeology of Herod's Temple, The. Hollis, F. J. Sheed & Ward Geography in relation to the social sciences. Dutton Bow-Australia in the world crisis. Copland, D. B. 2.50 man, I. 2.25 Ghost hunters, The. Aiken, R. 2.00 Macmillan McBride Awakening of Iseult, The. Tatum, E. Glad wilderness. 1.00 M. T. Werner Great powwow, The. Sears, C. E. 2.00 Houghton Oglethorpe Univ. Press Better banking. Kniffen, W. H. 3.50 McGraw-Hill Handbook of adult education in the United States, Book of the Stock Exchange, The. Armstrong, F. E. 1934. 2.00; 1.50, to members. Amer. Ass'n for Adult Educ. History of Miller County, Missouri, A. 2.50 Bright year burning. Weaver, L. 2.00 G. Schultz Northland Press British Museum manuscripts; first ser. History of Virginia's navy of the Revolution, The. .50 Bookery Press R. A. Stewart Bumblebees and their ways. Plath, O. E. 4.00 House across the river, The. Corbett, E. F. 2.00 Macmillan Reynal & Hitchcock Case of the fifth key, The. Dean, G. 2.00 How the modern hostess serves wine. Ozias, B. Covici, Friede Epicurean Press Children of the poor. Anonymous. 2.50 Vanguard I believe in God. Green, P. 3.00 Longmans Child's first picture book, The. Freeman, G. L. I have touched the earth. Bates, S. C. 2.50 Northwestern Univ. Press 1.50 Bobbs-Merrill Immortality in the light of reason. 1.00; .55 Chronicle of Caroline Quellen, The. Peacey, S. A. E. Gibson Smith & Haas In sight of Eden. Vercel, R. 2.50 Harcourt Civic education in the United States. Merriam, Index to bibliographies and bibliographical contri-C. E. 1.75 Claimants, The. Marshall, A. 2.00 butions, An. Van Patten, N. 6.00 Houghton Cleopatra. Delayen, G. 3.75 Dutton Stanford Univ. Press Closed doors. Montague, M. P. Interdependence of medicine with other sciences 2.00 Houghton Welch, W. H. 2.50 of nature, The. Community serves its youth, A. Herriott, F. W. Ass'n Press Remington Putnam B'k Co. Island India goes to school. Contemporary American literature and religion. Embree, E. R. 2.00 Luccock, H. E. 2.00 Willett, Clark Univ. of Chic. Press Creative men. McDowell, W. F. 2.00 Abingdon Journal of these days, A. Nock, A. J. 2.75 Crowell's handbook for readers and writers. Ger-Morrow Joyce (James) and the making of Ulysses. Budgen, wig, H. 3.50; 4.00 Crowell F. 2.50 Smith & Haas Crows, The. McCord, D. Scribner Crucifixion of liberty, The. Kerensky, A. F. 2.75 Kees and Kleintje. King, M. 2.00 A. Whitman Leaning tower, The. Rothermell, F. John Day 2.50 Daily-life language series; introductory b'k. Ly-John Day Ginn Lewis (Meriwether) of Lewis and Clark. Wilson, man, R. L. .76 C. M. 3.00 Crowell Daily-life language series; b'ks 1-3. Lyman, R. L. Life of Cardinal Mercier, The. Gade, J. A. 2.75 b'k 1, .80; b'k 2, .84; b'k 3, .96 Denbie, R. 2.00 Morrow Death cruises south. W. M. Wells Literature old and new for children. Moore, A. E. Desert's hidden wealth, The. 1.50 Houghton Economic history of the South. Hawk, E. Q. 5.00 Living my life. Goldman, E. Knopf 3.00 Prentice-Hall Love triumphant. Conquest, J. 2.00 Macaulay Economy of abundance, The. Chase, S. Luck of the road, The. Sawyer, R. 1.50 Macmillan Appleton-Century Edison (Thomas A.). Nerney, M. C. 3.50 Magic valley. Houston, M. B. Smith & Haas 2.00 England on fifty dollars. Clark, S. A. 1.90 Appleton-Century McBride Marketing of cotton, The. Todd, J. A. 3.00 Pitman Epic of Jesus, The. Durden, C. W. 1.50 Epilogue. Graeme, B. 2.00 Marriage bargain, The. Preston, P. Lippincott Chelsea House Essentials of speech. Pelsma, J. R. Marriage for revenue. Chamberlain, G. A. 2.00 Everyday economics. Janzen, C. C. Bobbs-Merrill Silver, Burdett Message of Krishna, The. Wadia, A. 1.50 Evil empress, The. Alexander, grand duke of Dutton Russia. 2.00

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Shadow before, The. Rollins, W., jr. 2.50 McBride So stood I. Culver, J. 2.00 Houghton Social science research organization in American universities and colleges. Gee, W. P. 3.00 Appleton-Century . . . something new out of Africa. HW 5.00 Pitman Spade and the Bible, The. Prescott, W. W. Spend your time. Parent Teacher Ass'n, Lincoln School. 1.00 Teachers College, Columbia Univ. Splendor of torches, The. Hamilton, C. 2.00 McBride Step children of the world. Mayer, J. M. 1.25 Bloch Pub. Co. Strayer-Upton practical arithmetics; 2nd b'k. Strayer, G. D. .80 Amer. B'k Sulgrave Manor and the Washingtons. H. C. 4.00 Macmillan Superhuman life of Gesar of Ling, The. David-Neel, A. 3.50 Surrey's Fourth boke of Virgill. Hartman, H. 4.50 Taste and sec. Moffatt, J. E. .75; .50 Bruce Pub. Co. Theory of wages, The. Douglas, P. H. Macmillan There is nothing but God. Williams, V. M. 5.00 De Vorss & Co. Three plays. Behrman, S. N. 2.50 Farrar & Rinehart Tips on tables. Ross, G. 2.50 Covici, Friede Tourists accommodated. Fisher, D. .75 Harcourt Covici, Friede Trail of life in the middle years, The. Jones, R. M. Macmillan 2.00 Tutt for Tutt. Train, A. C. 2.00 Scr. Ur excavations; v. 2. Woolley, C. L. 15.00 Scribner Univ. of Pa. Press Vagrant verses. 2.00 C. B. Corv Venetian ships and shipbuilders of the Renaissance. Lane, F. C. 3.50 Johns Hopkins Press Voyage, The. Herm, H. 2.50 Farrar & Rinehart When the sun rises. Owen, G. D. 1.00 Winter holiday. Ransome, A. 2.00 Lippincott Wir sprechen deutsch. Zieglschmid, A. 1.20 Prentice-Hall Work-Peterson accurate valuation system of contract bridge, The. Work, M. C. 1.50 Winston Your country at war. Lindbergh, C. A. 1.75

# The Booklovers' Map of America

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# OLD & RARE BOOKS

A MONTHLY DEPARTMENT

# Recent Bibliographica

JOHN CARTER

"The Britwell Handlist" (London, Quaritch, 3 guineas) fills two stout quarto volumes. It is a short title catalog of the principal volumes from the time of Caxton to the year 1800, formerly in the Library of Britwell Court, Buckinghamshire. Had it been published before the issue of Pollard and Redgrave's monumental "Short Title Catalogue," it would have taken its place as an indispensable tool; but even now, if no longer indispensable, it has the advantage of numerous illustrations and generous spacing to enhance its usefulness as a book of reference.

Yet it will be valued chiefly as a lasting record of one of the greatest libraries the world has known. The auction prices, affixed in most cases to each item, are imposing enough: but as one turns these pages which unemphatically chronicle rarity after rarity, the prices lose importance. One looks for the initials which indicate the provenance of the book, where it was known; and the list of these previous owners fills seven double column quarto pages. Here are the spoils of the great libraries of earlier days, and books which had belonged to famous men, and yet more books the names of the owners of which are rescued from oblivion merely by their presence here: and a sigh that such an unrivalled library should ever have been dispersed is succeeded by a blessing on that happy chance which brought the late Mr. Huntington on the scene at exactly the right moment.

A USEFUL HAND LIST of "Books by and relating to Samuel Pepys" has been compiled by Edwin Chappell (500 copies printed for free distribution, 41 Westcombe Park Road,

Blackheath, London, S. E. 3). Mr. Chappell's object is "first, to help the Pepysian Student to find conveniently what has been written; and secondly to scare the hack jour-In pursuit of these laudable ends, he has very strictly and properly divided the different transcriptions off into separate sections, the first edition of each being followed by a list of reprints, abridgments, etc. The collector will notice that of the original Braybrooke edition (John Smith's transcription) of 1825, there was not only an issue of 12 copies on thick paper-which, incidentally, has the words Presentation Copy printed in red on the half-title-but a further issue of only three copies, also on thick paper, in folio size.

THE WOODSTOCK PRESS (6 Old Gloucester Street, London, W. C. 1) has published at the price of two guineas "a new and revised edition" of "Bibliomania in the Middle Ages" by F. Somner Merryweather. This has been "prepared by H. B. Copinger from materials compiled by the late Walter A. Copinger," and is stated, also on the titlepage, to have been "produced by Hugh J. Schonfield." The edition is limited to 750 copies. Merryweather's original work is a rambling affair, full of lists and quotations, but containing a good deal of curious and interesting matter, highly seasoned with controversial zeal. It was worth reprinting, and, as H. B. Copinger says, it would also have been a pity that his father's notes on it should have been lost to the world. But although in fact he had revised and altered a great part of the work, we are given no indication in the present edition of what is Merryweather and what Copinger; and this is a serious editorial omission. Particulars of the original edition and details of the author's life would also have been welcome.

As with Merryweather's stylistic forbear, Dibdin, there is a good deal of wading to be done to get at the few really interesting bits of information: but they are there: and I daresay others besides myself did not know, for instance, that there were circulating libraries in Paris as early as 1342 A.D.

HERBERT REICHNER (6 Strohmayergasse, Wien, Austria) has issued at the price of 4.50 RM. an offprint from Philobiblon of Dr. Claus Nissen's "Botanische Prachtwerke," a bibliographical survey of botanical color plate books between 1740 and 1840. The text is in German: the hand list section is arranged under artists: short titles are given, with a note of the number of plates: there are 12 illustrations, one in color: and the 44 page pamphlet includes an index. A very useful piece of work.

"THE FIRST EDITIONS of A. E. Coppard, A. P. Herbert and Charles Morgan, with Values and Bibliographical Points," by Gilbert H. Fabes, is published by Myers & Co., (102 New Bond Street, London) at seven shillings and sixpence. Mr. Fabes is now an established author, and though notes on this book would fill several pages, if I say that it maintains the expected level, I have said enough. Those who liked its predecessors will presumably like this: those who did not will save themselves some gnashing of teeth if they leave it alone, though the malicious among them may like to shiver more exquisitely than ever at Mr. Fabes' introductory appreciations.

Messrs. Birrell & Garnett (30 Gerrard Street, London, W. 1.) have bound up a small number of copies of their three recent "Newspaper Catalogues" into a volume which can be had at seven shillings and sixpence. This firm is well known for the scholarly and erudite character of its catalogs; and it is also known to specialize in early newspapers; but even to those who were aware of these facts the present lists (pp. 32 + 24 + 55) cannot but seem unusually impressive. The width of range, both in date and place, of the newspapers offered, the amount of information in the notes, the fullness of the indexing, the number of illustrations, all combine to make this an inval-

uable supplement to Crane and Kay. The third catalog (issued this year) contains an unrecorded Coranto of 1621 and no less than three series of early manuscript news letters, and these are by no means the only items of rarity and importance here described for the first time.

### Limited Editions of the Month

CHARLES EVANS (Columbia Press, Chicago) American Bibliography, Volume 12, 1798-1799, by Charles Evans, \$25.

LIMITED EDITIONS CLUB (Pynson Printers) Erewhon, by Samuel Butler, edited by Aldous Huxley and illustrated with drawings by Rockwell Kent. Designed by Elmer Adler, printed in hand-set Garamond on

Worthy rag paper, and bound in printed silk. 1500 copies at \$10 to members only.

LIMITED EDITIONS CLUB (Walpole Printing Office)

Frankenstein or the Modern Prometheus, by Mary Shelley, edited by Edmund Lester Pearson and illustrated in water-colors by Everett Henry. Designed by Peter Beilenson, printed in a new type by Frederick W. Goudy, set by hand by Bertha M. Goudy, on Worthy rag paper and bound in half morocco. 1500 copies at \$10 to members.

OXFORD UNIVERSITY PRESS

Surrey's Fourth Boke of Vergill, edited with introduction, variant readings and notes by Herbert Hartman. Printed by John Johnson at the University Press, Oxford, for Carl H. Pforzheimer. 250 copies of which 125 are for sale at \$4.50.

WRITERS' EDITIONS (The Rydal Press, Santa Fe, N. M.)

Foretaste, by Peggy Pond Church, signed by the author. Printed in Caslon Old Style, hand-set. 250 copies at \$2.

The Sun Turns West, by Alice Corbin, signed by the author. Hand-set, printed and bound by the Rydal Press. 500 copies at \$2.

Atlantides, by Haniel Long, signed by the author. Printed from hand-set Weiss type. 250 copies at \$2.

Penalosa, by Eugene Manlove Rhodes, signed by the author. 500 copies at \$1.

# Early American Books and Printing

## JOHN T. WINTERICH

CHAPTER IX

ENTER THE PROFESSIONAL AUTHOR

"WITH THE EXCEPTION OF A FEW EDITORS of magazines and reviews, Mr. Irving is almost the only American who has attempted to support himself by literary labors."

Thus wrote Richard Henry Dana the elder in 1819 in an extended notice in the North American Review of the first two numbers of "The Sketch Book of Geoffrey Crayon, Gent." Since Washington Irving was the first professional writer in America to

become a classic author, and since his attempt "to support himself by literary labors" necessarily involved him in the economics of publishing and printing, his career up to the moment at which Dana was discussing it has some pertinence here. Fortunately many of the statistical details available in the fourvolume "Life and Letters" by his nephew, Pierre M. Irving (New York, 1862-1864), and it is now possible to supplement these with data from the Irving bibliography compiled by William R. Langfeld with the assistance of Philip C. Blackburn, recently published by the New York Public Library.

During the first one hundred and fifty years and more of printing in America the professional author was generally an inconspicuous, often a somewhat furtive, figure. There is the example, already cited, of Samuel Atkins, compiler of that "Kalendarium Pennsilvaniense," which is the earliest imprint in the Middle Colonies. Whatever else he may have written none may say, but Atkins remains the earliest identifiable hack-writer in British America. The great Mather copyfactory, extending from Richard (1596-1669) to Moses (1719-1806), produced six hundred and twenty-one published works, according

to a tabulation by Thomas J. Holmes which appears in his account of the William G. Mather collection at Cleveland, published in Part XIV (June, 1933) of *The Colophon*—Mr. Mather owned three hundred and forty-two of these at the time the article appeared. Increase and Cotton Mather account for five hundred and forty-six of the total, and Cotton alone for four hundred and forty-four—more than two-thirds of the whole

figures, moreover, Mr. Holmes points out, "do not include fragmentary writings, such as Prefaces, To the Reader, etc." But Cotton Mather would have scorned (and who ever better at scorning?) the imputation that he was a professional writer in the sense that he wrote for profit—any further profit, that is, than the regeneration of an unregenerable human race. The spread of printing

among the Colonies and, later, into trans-Alleghany territory was often effected, as has been noted, by printers who were also editors, or, to put the emphasis a little differently, by editors

who were also printers. The mechanization of printing has well-nigh ended the era when the newspaper proprietor composed his fulminations, stick in hand, and disseminated them abroad without benefit of manuscript. But pioneers must needs be handy men, jacks of all trades. The southward and westward sweep of printing would have moved at glacier pace if the enterprise had had to be conducted as a dual alliance consisting of a practical printer on the one hand and a compiler of almanacs, a newspaper editor, or—save the mark—a poet on the other. This explains in part why the professional author



Washington Irving

was so slow in arriving. Of at least equal importance was the lack of leisure for reading and for writing alike-the inevitable accompaniment of the opening up of virgin territory. Neither was the factor of literacy negligible; books were for such as needed them in their businesses, just as the woodsman needed his axe in his, and those who needed books could get them from the mother country. A London representative of Rhode Island College (now Brown University) was authorized in 1768 to buy in Great Britain "such Books as he may think necessary at this Time not exceeding Twenty Pounds value," and no further appropriation for books for the college library, according to Dr. Walter C. Bronson in "The History of Brown University, 1764-1914" (Providence, 1914), was made thereafter until 1784, when some fourteen hundred volumes were ordered -from London. Eight years later Nicholas Brown presented the college with a law library of three hundred and fifty volumes imported from London.

But by 1819 the picture was changing, or had already changed. Certainly the New York of that year was, for all practical and sentimental purposes, as staid and settled a community as the New York of today—even more staid and more settled. Men and women who could recall the British occupation were becoming fewer and fewer; certainly Washington Irving could not.

When he was nineteen years old Irving had begun contributing to the Morning Chronicle of New York the "Letters of Jonathan Oldstyle," of which he was later not overly proud, and which were not assembled in book form until 1824—New York and London, both pirated. Since Irving's brother Peter conducted the Morning Chronicle, it is possible that Irving was not compensated specifically for these contributions, of which nine appeared between November 15, 1802, and April 23, 1803—and even if he were compensated, the profits, in the circumstances, can legitimately be deducted from his eventual returns as a professional author. The "Oldstyle" letters attracted the attention of Charles Brockden Brown, who was then editing the Literary Magazine and American Register, and he attempted to interest Irving in contributing to it-"without success," declares Pierre Irving, who assigns no reasons for the declination and gives no details of the offer.

Pierre Irving's biography abounds in citations of his uncle's impecuniosity at this early stage of his career. Irving's father, to be sure, had left his widow in comfortable circumstances, and it would be absurd to assume that the youngest of his eleven children (three of eight sons had died in infancy, so that Washington was indeed a dearly loved baby brother) would ever suffer actual want. But Washington was too independent a youth to regard any drafts on his mother's competence as a satisfactory substitute for earning his own living. His halfhumorous (and only half-humorous) disapproval of his situation as one wilfully starving in the midst of plenty became itself something of a family joke. His sister Catharine (Mrs. Daniel Paris) wrote him, in 1808: "I am sorry for the lowness of your purse, and might possibly bestow a sixpence in charity, but I fear you are not a deserving object." Pierre Irving, citing this passage, continues:

"In this stage of his finances, he was induced to accept an offer of Isaac Riley, the bookseller, to translate from the French a work in two volumes, of which he could not in after years recall the title. Despatch was an object, and one volume was assigned to George Caines, counsellor at law and author of a Book of Practice, while the other was allotted to Washington, who associated his brother Peter with him. One hundred dollars was to be paid per volume, which was afterwards increased to one hundred and fifty; the translators finding the labor greater than was anticipated, from the multitude, I

believe, of technical terms."

Along with its dubiety, this quotation embodies one definite inaccuracy, for the Riley offer was certainly not made "in this stage of his finances" because the book under discussion had been published two years before Catharine's letter was written. Pierre Irving, better biographer than bibliographer, might have troubled to look up the "work in two volumes" (to appear in English in three) whose title his uncle could not in after years remember. It is pleasantly significant of Washington's determination to make his own way in the world that he definitely did remember the amount he received for the task. The book, as translated, was François Raymond Joseph de Pons's "Voyage to the Eastern Part of Terra Firma, or the Spanish Main, in South-America, during the Years, 1801, 1802, 1803, and 1804," and it was published by Riley at New York in 1806. The title-page declares it to have been "translated by an American gentleman." Did this mean Irving or Caines? Caines was Irving's senior by twelve years and was already a prominent

practising attorney.

Irving's first important literary venture was his collaboration with his brother William and with William's brother-in-law, James Kirke Paulding, in Salmagundi, the twenty numbers of which appeared from January 24, 1807, to January 25, 1808. Some numbers at least went to a third edition, and an edition in book form was issued at New York in 1814, but this was anticipated by a London edition in two volumes (1811). A subsequent early New York edition (1820) is outside the scope of the immediate discussion, which is limited to Irving's status as a professional writer up to the time of the appearance of the Dana notice in the North American Review.

Salmagundi, declares Pierre Irving, "was undertaken for their [the three compilers'] own amusement," and David Longworth, who published it, appears to have embarked on the venture in the same carefree spirit. But the whim succeeded magnificently; of one number (perhaps the fourth-February 27, 1807) eight hundred copies were sold in a day, which was a phenomenal figure for a contemporary periodical. David Longworth -"dusky Davie"-had fallen into that most embarrassing of predicaments, for a publisher or for anybody—he was making money in spite of himself. "All they ever received from him," says Pierre Irving, "was a hundred dollars apiece, although at the time the original copyright expired in 1822, Paulding conjectures, in a letter to Ebenezer Irving, that he [Longworth] had made by all accounts ten or perhaps fifteen thousand dollars out of it." Pierre Irving regarded this as "probably an extravagant estimate," and adds in fairness: "Longworth had at first suggested a copyright to them, but they did not think it worth while, and he thereupon took it out himself."

Irving's next important literary venture was more profitable, alike to himself and to posterity. Of the first edition of "A History of New York, from the Beginning of the World to the End of the Dutch Dynasty..." by Diedrich Knickerbocker (New York, 1809) the "avails," in Pierre Irving's phrase, "amounted to about three thousand dollars."

For the revised edition of 1812 Irving received twelve hundred dollars. The third American (1819) and the first English (1820) edition need not concern us.

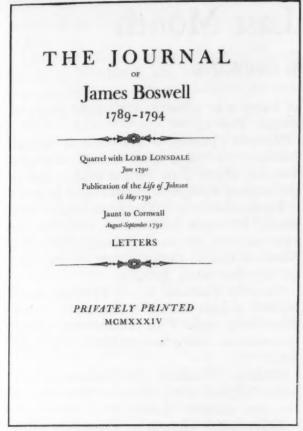
There is no evidence to show that Irving was himself remunerated for his share in the preparation for the press of "The Poetical Works of Thomas Campbell" ("including several pieces from the original manuscript, never before published in this country"), with a "biographical sketch of the author, by a gentleman of New-York"-and this time the gentleman was indubitably Washington Irving solo. The book was a joint publishing enterprise, "printed for Philip H. Nicklin & Co., Baltimore. Also, for D. W. Ferrand and Green, Albany; D. Mallory and Co., Boston; Lyman and Hall, Portland; and E. Earle, Philadelphia." Irving prepared the biographical sketch at the request of the poet's brother, then a resident of New York.

(To be continued)

## Publishing Enterprise Completed

ONE OF THE OUTSTANDING publishing enterprises of recent years comes to a completion (save for the index) with the distribution to subscribers of Volumes 17 and 18 of the The publishing in the Boswell Papers. twentieth century of a first edition of an important eighteenth century manuscript would be significant in itself, but to the literary value of the work has been added a notable piece of editorial work under Geoffrey Scott and Frederick A. Pottle and a notable piece of printing, each book having been designed by Bruce Rogers and printed at the press of William Edwin Rudge. The edition was of 570 copies. The size of the volumes has varied according to manuscript facsimiles included.

In his final acknowledgments Dr. Pottle, who succeeded to editorial responsibility on the death of Geoffrey Scott, gives impressive indication of the scope of the cooperation which made possible this great undertaking. Six scholars, including Dr. Chapman of Oxford University Press, read proof, and a number of others aided in the study of the documents which were in foreign languages: Sir William Craigie answered queries in regard to Scotticisms and unusual English usages, the New York Public Library cooperated by housing the manuscript while Dr. Pottle was working on it, the Yale Li-



Title-page of the final Boswell volume

brary contributed its facilities for research, and a score or more of the great libraries of the country stood ready to answer inquiries and give aid.

"To Geoffrey Scott," says the editor, "I owe a debt that cannot easily be described. To a large extent I have simply followed in the twelve volumes which have appeared under my editorship the scheme he evolved and inaugurated with such tact and brilliancy. He has left his stamp indelibly upon Boswellian studies, particularly everything that relates to biographical interpretation.

"He has, alas, passed beyond the reach of my gratitude, and so has William Edwin Rudge, who organized the project of this edition of the Boswell Papers on the side of printing and publication. I have already paid my respects to his memory, but I should feel guilty if I didn't again record my affection, and to all the present and former members of the House of Rudge, who have been intimately associated with this edition, I am only slightly less indebted. I do not know all their names, but I must mention especially Mitchell Kennerley, Frederic Warde, Melville H. Loos, Irving Rigby and Richard L. Jones. To Bruce Rogers also,

and in a very high degree. All in all I think the most exciting part of my work has been to send off smudgy bits of copy for titlepages, headings and display pages and see them come back moulded into beauty. I do not know which to admire most: his ability to make art out of the most unpromising materials, or his modesty.

"Colonel Isham has been much more than a shadowy Maecenas. I have frequently sought his advice and assistance, and have never failed to profit by it. He has been tireless in deciphering difficult passages (a task in which he has few equals), and my introductions have benefited by his keen criticisms."

The two new volumes of the set are Volume 17, "The Journal of James Boswell, 1786-1789," including "Removal to London," "Work on the Life of Johnson," "Death of Mrs. Boswell," and Volume 18, "The Journal of James Boswell, 1789-1794," including "Publication of the Life of Johnson," "Jaunt to Cornwall" and "Letters."

## 18th Century Publishing

The state of authorship and of book publishing in the eighteenth century is vividly pictured by Lawrence C. Wroth of the John Carter Brown Library in his volume, "An American Bookshelf of 1755." The author's happy device is to consider what books would probably have been available for the reading of a cultured gentleman of that year.

Dr. Wroth's cross-section of eighteenth century publishing was developed as a series of lectures for the Rosenbach Fellowship delivered last year, the third series under these auspices. As printed by the University of Pennsylvania Press, each chapter or lecture has its own detailed bibliography with explanatory notes by Dr. Wroth, and in the appendices there are more detailed descriptions of some of the important pamphlets, maps and books which were the reading matter of the conjectured Mr. James Lovejoy, merchant of Philadelphia.

## Early Canadiana

THE PUBLIC LIBRARY OF TORONTO has issued a Bibliography of the Works on Canada Published Prior to the Confederation of the Provinces in 1867. It will be a catalog of 400 pages and some 3,500 items. The price of the book if ordered before May 15th will be \$4, after that date, \$5.

# The Sales of Last Month

#### FREDERICK M. HOPKINS

THE BOOK SALES OF FEBRUARY were similar to those of January. Activity was chiefly confined to the American-Anderson Galleries, and here the appeal was shrewdly made to discriminating collectors, and it was not made in vain. Two collections were dispersed, the sales were well attended, and inside of conservative limits the interest was keen and competition lively. Collectors are making careful appraisals, or are wisely advised, for there is generally a good reason when a new high record is made, or unusually high price

paid.

The collection of Paul Hyde Bonner, containing first editions and manuscripts of outstanding importance, were sold on February 15 and 16, at the American-Anderson Galleries, 286 lots bringing \$31,902.50. The highest price, \$5,200, was paid for William Blake's "Vision of the Daughters of Albion," 11 plates, comprising a frontispiece, a pictorial title-page, the illustrated "Argument," and eight plates displaying text and illustrations, printed by the author in golden brown on one side of 11 sheets of paper measuring about 15 by 11 inches, the illustrations afterwards colored by Blake with opaque pigments and water color. This was the first (Copy A) of thirteen original copies known as the Beaconsfield-Macgeorge-Bonner copy, undoubtedly the most desirable of all. The second highest price was paid for the second edition of Edgar Allan Poe's "Poems," 16mo, green cloth, yellow end-papers, New York, 1831, which brought \$3,400.

Other interesting items and the prices paid

were the following:

Alken Colored Plates. Apperley (C. J.). "Memoirs of the Life of the late John Mytton," colored plates by Henry Alken, 8vo, original cloth, recased, backstrip repaired, London, 1835, first edition. \$430.

Blake (William). "Illustrations of the Book of Job," 21 plates, 163/4 by 13 inches, in

portfolio, London, 1825. \$575.

Blake. Autograph Manuscript of "Genesis: The Seven days of the Created World," an unfinished poem of 209 lines, with five additional cancelled lines, written on one side

of leaves 2 to 9 inclusive, or eight pages, in a case. \$1,025.

Boswell (James). "The Life of Samuel Johnson," 2 vols., 4to, treecalf rehinged, London, 1891. First edition with a leaf of the original autograph manuscript. \$850.

the original autograph manuscript. \$850.

Burns (Robert). "The Scots Musical Museum," by James Johnson. 6 vols., 8vo., levant morocco, uncut. Edinburgh, 1787-1803.

Many of Burns's poems appear in this work

for the first time. \$265.

Clemens (Samuel L.). "Personal Recollections of Joan of Arc," 12mo, cloth, in case. New York, 1896. First edition with author's presentation inscription to Sarah Bernhardt. \$240.

Dickens (Charles). "A Christmas Carol," 12mo, original cloth, in case. First issue of

the first edition. \$260.

Galsworthy (John). "From the Four Winds," 12mo, cloth, uncut. London, 1897. First edition of the author's first book with his inscription. \$335.

Goldsmith (Oliver). "She Stoops to Conquer," 8vo, levant morocco, London, 1773. An early issue of the first edition. \$300.

An early issue of the first edition. \$300. Gutenberg Bible. "A Noble Fragment: Being a Leaf from the Gutenberg Bible, 1450-1455." With a bibliographical essay by A. Edward Newton. Folio, levant morocco. New York, 1921. A genuine leaf from the first book printed from movable type. \$370.

Harte (Bret). "The Pliocene Skull," small 4to, green wrappers, in case. Washington, D. C., 1871. First edition. \$350.

Harte. "Mliss. An Idyl of Red Mountain," 8vo, original wrappers, in case. New

York, 1873. First edition. \$800. Keats (John). "Poems," 12mo, original boards, uncut. London, 1817. First edition, recased, backstrip repaired, a few inkstains erased. \$1,550.

Kipling (Rudyard). "Echoes," by two writers Rudyard and Beatrice Kipling. Square 16mo, original printed wrappers, in case. Lahore, 1884. Backstrip lacking, stained and worn. \$800.

Lamb (Charles). "Elia," 8vo, original boards, with label, uncut. London, 1823. Presentation copy with inscription by the

author of the first issue of the first edition.

\$1,800.

Lawrence (T. E.). Proof Sheets of "Seven Pillars of Wisdom," 4to, sheets uncut, in morocco slip case. 1923-27. Laid in are two A.L.S. of the author. \$1,100.

Melville (Herman). "Moby Dick," 12mo, original gray cloth. London, 1851. First edition, backstrip stained and shaken. \$200.

Shelley (Percy B.). "The Revolt of Islam," 8vo, original boards, uncut. London, 1817. First issue of the first edition, recased and rehinged, foxed, with the rare leaf of errata. \$775.

Stowe (Harriet Beecher). "Uncle Tom's Cabin," 2 vols., original printed wrappers, 1852, together with "A Key to 'Uncle Tom's Cabin,'" original wrappers, 1853. Boston, 1852-53. Fine copies of the first editions in

rare original wrappers. \$1,025.

Thackeray (W. M.). "The History of Pendennis," 24 parts in 23, 8vo, original wrappers, uncut. London, 1848-50. First edi-

tion, Jerome Kern copy. \$220.

Wilde (Oscar). Typewritten manuscript of "The Ballad of Reading Gaol," comprising 94 six-line stanzas written on 19 pp., 4to, in brown paper wrappers, in case. With corrections and three stanzas in manuscript.

\$385.

On February 23 the library of the late Edith Rockefeller McCormick was sold in the same galleries, 475 lots bringing \$20,-199.50. Mrs. McCormick appears to have collected books as she did everything else with a lavish but indiscriminate hand. Perhaps the most remarkable single feature of her library was 120 first and rare editions of John Ruskin, all bound from designs by Cobden-Sanderson. A few of the rarer and more valuable lots and the prices realized were the following:

American Wild Flowers. Mary Vaux Walcott's "North American Wild Flowers," 400 colored plates. 5 vols., folio, with foreword. Washington, 1925. Limited edition and finest work of its kind ever published.

\$140.

Payne (Roger). Milton's "Paradise Lost," and "Paradise Regained," 2 vols., 8vo, London, 1795-96. A choice example of Roger Payne's binding with the binder's original bill for the work inserted. \$115.

Ruskin (John). "Poems," 12mo, olive crushed levant morocco by Cobden-Sander-

son, London, 1850. First edition, privately

printed. \$200.

Pottery and Porcelain. The George Eumorfopoulos Collection: Catalog of the Chinese, Corean and Persian Pottery and Porcelain. Many fine plates in gold and colors. 6 vols., royal folio, uncut. London, 1925-28. \$210.

Kipling (Rudyard). "Writings in Prose and Verse," 26 vols., half morocco, uncut. New York, 1897-1917. Outward Bound edi-

tion. \$165.

Lamb (Charles) and Lloyd (Charles). "Blank Verse," 12mo, levant morocco by Zaehnsdorf, in case. London, 1798. First edition. \$100.

Lamb (Charles). "A Tale of Rosamund Gray," 16mo, levant morocco by Wood, in case. London, 1798. First edition with the

London imprint. \$330.

Lamb. "Tales from Shakespeare," 2 vols., 12mo, levant morocco by Wood, in case. London, 1807. First edition. \$180.

Lamb and Coleridge. John Reynold's "The Triumphs of God's Revenge Agaynst the Cryinge & Execrable Sinne of Willfull & Premeditated Murther," etc., folio, old calf, rebacked, lacks the frontispiece. London, 1657. Lamb's copy with manuscript notes by him and Coleridge. \$530.

Longfellow (Henry W.). Original autograph manuscript of the "Saga of the Skeleton in Armor," 8 pp., 4to, inlaid and bound in full levant morocco by Riviere. \$1,100.

Lovelace (Richard). "Lucasta," small 8vo, levant morocco by Riviere. London, 1649. First issue of the first edition. \$700.

### Union Art Galleries

First editions, Association items, finely bound books, private press books and autographs and manuscripts, the property of Howard L. Spohn, with additions, comprising 736 lots, were sold on February 13 and 14, bringing \$22,134. A few of the rarer lots and the prices realized were the following: "The New-Yeeres Gift," 12mo, contemporary needlework binding, London, 1636. large paper copy of the first edition, claimed to be bound from the waistcoat of King Charles I, \$400; Dickens's "A Christmas Carol," original cloth, gilt edges, London, 1843, first issue of first edition in case, \$345; A.L.S. of General Grant, 4 pp., 4to, City Point, Va., Sept. 27, 1864, to General George G. Meade, \$125; Washington Irving's "History of New York," 2 vols., 12mo, morocco, in case, New York, 1809, first edition, \$100; A.L.S. a notable collection of periodicals containing articles by Henry L. Mencken, or about him or his writings, comprising thousands of items, about half of which are contained in 90 cloth slip cases, 1908-1930, \$175.

Autograph letters and manuscripts from the collection of a well-known New York antiquarian, comprising 236 lots, were sold in the same galleries on February 27, fetching \$14,916.50. The following are a few representative lots bringing the higher prices: A.L.S. of Sir James M. Barrie, 4 pp., April 8, 1894, to Mr. Selwin, \$75; a collection of 28 A.L.S.'s of Aubrey Beardsley together with two by Edmund Gosse, no dates given, \$300; A.L.S. of James Boswell, 1 p., 8vo., April 12, 1790, to Isaac Reed, \$150; manuscript of Robert Browning's poem, "Herve Riel," 2 pp., 4to, bound in levant by Riviere, \$700; manuscript of John Burroughs' essay, "Matthew Arnold's Criticism," 106 pp., 8vo., in

case, \$160; L.S. by Benjamin cloth Franklin, 2 pp., folio, Passy, October 4, 1780, to his son and daughter, \$205. A.L.S. of Washington Irving, 2 pp., 8vo., January 12, 1859, to William H. Prescott, \$120; a collection of five autograph letters signed by Charles Lamb, Charles Dickens, Edmund Kean, R. W. Elliston, and Henry Robertson written to John Howard Payne, and two letters in the handwriting of Payne, one to George P. Morris, the other to I. Winston, all of personal and literary interest, \$1,450.

The sales of February leave the general situation much as those of January did at the end of that month. There is a fair market-a good market for these times-for rarer material that appeals to the discriminating collector. Prices for ordinary books, lacking in rarity or collector's interest, frequently sell at low prices. The present indications are that there will be interesting announcements of forthcoming sales before the

end of this month.

# American First Editions

Edited by Merle Johnson

DOROTHY PARKER [ROTHSCHILD] (1893- )

Compiled by Merle Johnson

Mrs. Parker has the distinction of being one of the few modern writers to have a book of grammatic; her prowess as a maker of epipoetry, "Enough Rope," reach the best-seller grams has become almost legendary.

ranks. Much of her writing is satiric or epi-

#### CHECKLIST

"Men I'm Not Married To." Garden City, 1922.

First edition so stated on copyright page. Bound in, inverted and with separate title page, is "Women I'm Not Married To" by Franklin P. Adams.

"Enough Rope." New York, 1926.

Poetry. "Sunset Gun." New York, 1928.

Poetry. "Close Harmony or The Lady Next Door." New York, 1929.

Three act play written in collaboration with Elmer Rice. Copyrighted in 1924 as "Soft Music."

Wrappers—copyright date on title-page. "Laments for the Living." New York, 1930.

"Death and Taxes." New York, 1931.

Poetry. Also 250 limited edition, signed. "After Such Pleasures." New York, 1933.

Prose. Dramatized and presented, New York, 1934. Also 250 limited edition, signed.

"The Second Conning Tower Book." Edited by F. P. A., New York [1927].

Contains a contribution by Dorothy Parker. There are numerous other compilations or anthologies, containing reprints of her contributions to the New Yorker and other periodicals.

# Rare Book Notes

#### FREDERICK M. HOPKINS

SEVERAL STORIES HAVE BEEN TOLD in the American press about the purchase, or attempted purchase, of the Codex Sinaiticus, which recently came into the possession of the Trustees of the British Museum for £ 100,000. We do not recall seeing the correct story in any of the cablegrams printed in any of our newspapers at the time of the purchase or since. Ernest Maggs, of Maggs Bros., rare book dealers in London, went to Russia two years ago and bought a copy of the Gutenberg Bible for a private collector. On that trip he saw the Codex Sinaiticus in the public library at Leningrad. "When I returned," said Mr. Maggs, "I thought it would be a great thing for my country to possess the earliest manuscript of the Old and New Testament on parchment in Greek. We approached the Russian government and inquired if it was disposed to sell. We received an encouraging reply, negotiations followed, and the purchase was made." The price was the highest ever paid for a manuscript or printed book, and Maggs Bros. have the distinction of making the suggestion, negotiating, and purchasing the manuscript. Maggs Bros. were responsible for the transaction from start to finish. And Mr. Maggs says that the Russian government did not negotiate with any other country and was absolutely fair through the whole transaction.

Some weeks ago we received a pamphlet from George Bates, 5A Shepherd House, Shepherd Street, London, W.I, entitled "Queer Streets: Now we are on Tom Tiddler's Ground picking up gold and silver." This was about the queerest title for a book catalog that we have ever seen. Following the title-page were two of about the oddest introductions ever written in any catalog, one on "Bibliography and Bunkum," the other on "Calf-Love." We wish we had space to print liberal extracts, but we shall have to be content with a single paragraph: "Perhaps the most terrifying development in collecting since the War is bibliography's attack of rabies. I am still comparatively young, but even I can remember the day when to turn to the gentle art was to find a sedative, a

siren who could lull you to sleep with tales of long ago. In those days there were no points, only rounded corners, and a book whose age was less than one hundred years was accepted as a first edition by a glance at the verso and recto of the title-page. The trouble started with the rapid-fire rise in values of moderns, and the consequent rush into bookselling of those who valued books not for what they contained, but their potential power of purchasing two seaters and week-ends in Brighton and Palm Beach. Somebody started the ramp of issues, and as soon as it was discovered that a dropped hyphen or a cock-eyed comma would shatter the five pounds into five pence, or what was better, five pence into five pounds, the hullaballo became general. The literary Nazis won; like Berserks they stormed the front benches of the Bibliographical Senate, and have remained there by dint of hard shouting ever since. No quarter, no reason was given; a fiat would go forth that 'Tono Bungay' was only two pence without January adverts, and behold, it was so; any misguided wretch who dared ask 'why' was battered into philately without further ado, and the possessor of an 'Uncle Ponderevo' with a February birthmark had as much chance of securing respect as a Communist found in Dr. Goebbels' bedroom would have of being kissed." The notes had the same quaint flavor as these introductory articles. We could not resist sending an order for several items and the result was so satisfactory that we have sent a second order. Here is a bookseller, cataloger and entertainer that should be encouraged.

According to the French press, there is a conspiracy to destroy the Mazarine library to make room for a cocktail bar. The resentment is greater because the Institute of France, which includes the French Academy, is supposed to be the official curator of French learning, and is held in some degree responsible. The library has for centuries occupied a wing of the palace, on the Seine opposite the Louvre, which serves as headquarters for the Institute. But the academicians have

decided that they need more room for social functions, and therefore it has proposed to break up the Mazarine collection and disperse it among various other libraries of Paris and the provinces. Cardinal Mazarine, Prime Minister of Louis XIII and Louis XIV, founded the library by bequeathing, in 1662, his immense private collection of ancient books and manuscripts, and it has been added to over a period of nearly three centuries until it contains at present more than 400,000 volumes, as well as 4,600 ancient manuscripts, many of them the most famous in the world, and one of the greatest collections existing of incunabula, numbering 1,900 items. A petition signed by hundreds of historians, scientists and writers protests against transferring the Mazarine collection, pointing out that the present Mazarine library fills a distinct need in that it provides not only a unique and highly specialized collection of books, manuscripts and documents, but also an atmosphere in which scholars can work to the best advantage.

IN 1920 A FEW BOSTONIANS interested in the preservation of souvenirs of the nation's railroads organized a locomotive historical society that was shortly after offered quarters for its permanent exhibits in the Baker Library of the Harvard School of Business Administration. Today its ever-increasing collection of old record books, timetables, brass baggage checks, photographs, and other memorabilia, complete with locomotive bells, great storm lanterns and way bills, dating long before the Civil War, is one of the most comprehensive in the world. "Historians have, perhaps, neglected the romance of the railways for their economic importance," says the New York Herald Tribune, "but that the public is actually deeply interested in this historical subject is admirably illustrated by the thousands of people who visited the Baltimore & Ohio's 'Fair of the Iron Horse,' and the staggering number who stood in line last year throughout the country to see the visiting Royal Scot. The Railway Historical Society is keenly interested in preserving for future generations historical material which mergers, consolidations, and the usual mutations of time may tend to destroy. Old timers with fond recollections of early Pullman palace cars and stopovers for meals in depot restaurants long since gone with the snows of yesteryear will approve this purpose, to

whom one of the famous Rogers diamondstack locomotives that were the last word in the '70s must seem coeval with Montgolfier's balloon."

APPROXIMATELY 125 RARE VOLUMES from the private library of the late Czar of Russia, together with valuable ethnological material from Central Russia, Tibet and Siberia, were recently received by the University of Pennsylvania Museum and will be added to its permanent Russian collections. Dealing for the most part with archaeological subjects, the books are all handsomely bound, each one bearing the private bookplate of a Russian Czar. Some of them, however, claim particular attention as costly and magnificent examples of the printer's art. In this class is "The Byzantine Enamels of A. V. Zvenigordsky," 200 copies, printed in 1896 at a cost of \$200,000. The books were never placed on sale, and this copy has the inscription "The Copy of His Majesty The Emperor" and is number one. Another book of great beauty was published especially for Emperor Alexander II to describe the brilliant ceremonies which featured his coronation on August 26, 1856. It is bound in heavy leather, with corners reinforced with gold-plated decorations, and has gold-plated locks. A gold crown on the cover symbolizes its royal ownership. The 52 colored illustrations depict the coronation exercises, and a list of distinguished guests is included. All the books were acquired through the courtesy of the State Hermitage Museum at Leningrad.

THE HIGH RECORD PRICE of \$15 a word for Dickens's manuscript "Life of Our Lord," bringing the total amount paid to \$210,000, has called attention to the prices realized by Dickens for other manuscripts in his lifetime. Dickens originally contracted to sell the "Pickwick Papers," published in twenty parts, at £14 per part, or £280 for the complete manuscript. He eventually received about £3,000 or approximately \$15,000. "A Christmas Carol" was originally sold for £460, or about \$2,300. In February, 1844, Dickens, disappointed at the initial income from "A Christmas Carol," sold a one-quarter interest in everything that he might write in the next eight years for £,2,800, or about \$14,000. The American rights of Dickens's last manuscript, "The Mystery of Edwin

Drood," was sold for £ 1,000, or about \$5,000. When Dickens's estate was probated after his death it was valued at about £80,000, or a little less than twice as much as the 14,000 words of the unpublished "Life of Our Lord."

A VOLUME OF W. M. ROSSETTI'S LETTERS to Anne Gilchrist will be published soon by the Duke University Press. The letters show in detail the development of the interest in Walt Whitman on the part of Mrs. Gilchrist, an interest which soon led her to fall in love with him and journey to Philadelphia to be near him. These letters also show how important W. M. Rossetti was in the spread of Whitmania in English literary circles. The volume is edited by Clarence Gohdes and Paul F. Baum.

THE FIRST legal, historical and documented case of church censorship, says George Seldes in his "The Vatican: Yesterday-Today-Tomorrow," recently published by Harper, was the action of the Council of Nicae in 325 A.D, which proscribed the heresy of Arius and prohibited his book "Thalia."

## Catalogs Received

AMERICANA. (No. 60; Items 177.) A. J. Huston, 92 Exchange St., Portland, Me.

AMERICANA. (No. 63; Items 1716.) Argosy Book Stores, Inc., 45 Fourth Ave., New York City. ART BOOKS. The Aragat, 1517 North Clark St., RT BOOKS. Chicago, Ill.

AUTOGRAPHEN. (No. 15; Items 663.) Der Deutsche Buch-Club, Monckebergstrasse 21, Hamburg, Ger-

BOOKS AND PAMPHLETS RELATING TO AUSTRALIA, NEW ZEALAND, POLYNESIA AND THE SOUTH SEAS. (No. 6; Items 617.) William Dawson & Sons, Ltd., Cannon House, Pilgrim St., London, E. C. 4, England.

CARTOGRAPHIE, 1460-1760. (Items 674.) Seuffer & Willi, Max-Joseph-Strasse 4/II, Munich, 2 N. W., Germany.

CHIRURGIE, ORTHOPADIE, RONTGENOLOGIE. (No. 690; Items 1838.) Gustav Fock, Schlossgasse 7-9, Leipzig, C. 1, Germany.

EARLY AMERICAN FICTION, POETRY, HUMOR, TRAVELS AND MEMOIRS. (No. 64; Items 122.) William Todd, AND MEMOIRS. (No. Mount Carmel, Conn.

ECONOMICS. (No. 102.) Barnes & Noble, Inc., 105 Fifth Ave., New York City.

ENGLISH LITERATURE AND HISTORY, CHIEFLY OF THE SIXTEENTH AND SEVENTEENTH CENTURIES. (No. 482; Items 241.) Bernard Quaritch, Ltd., 11 Grafton St., New Bond St., London, W. 1, England.

FIRST EDITIONS. (No. 13; Items 80.) F. M. Kjelstrup, 128 Madison Ave., New York City.

FIRST EDITIONS. Nedwick's Book Store, 16 North Dearborn St., Chicago, Ill.

FIRST EDITIONS AND RARE BOOKS. (No. 7; Items 519.)
Penguin Book Shop, 9675 Wilshire Boulevard, Beverly Hills, Cal.

MATHEMATIK. (No. 689; Items 3353.) Gustav Fock, Schlossgasse 7-9, Leipzig, Germany.

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Abbey Book Co., Box 144, Lorain, O. U. S. Stamps wanted in exchange for rare books.

Academy Book Shop, 57 E. 59th St., New York Moby Dick. 1st edition.
Dard Hunter Books. Any.
Guinea Pig Turns. Advance edition.
Poe's Works. Vol. 1. Scribner (1894) edition.
Parkman's Works. Vol. 18. Champlain ed. Parkman's Works. Vol. 18. Chan Blunt, W. Any titles except Diary. Any books by.

Adelbert College Library, Cleveland, O. Caesar. Commentary on the Gallic War. by T. Rice Holmes.

Dante. Purgatory. Trans. by A. J. Butler.

Harrison. Clarence Darrow, Man of the People.

Osler. Principles and Practice of Medicine. 1st edition, 1892.
Tait. How to Train the Speaking Voice. Practical Legislation.

Akron, O., Public Lib.

Allen. Israfel. 2 vols. Doran.

Dowden. Life of Shelley. Scribner.
Lowell. John Keats. 2 vols. in 1. Houghton.
Ludwig. Bismarck. Little, Brown.

Murasaki. Tales of Genji. 6 vols. Houghton.
Sevigne. Letters to Her Daughter and Friends.
2 vols. Coward McCann.

Thayer. Life of Beethoven. 3 vols. Schirmer.

Alcove Book Shop, 816 Broadway, San Diego, Cal. 1001 Literary Questions and Answers. Fuller. Generalship of Gen. U. S. Grant.

The American Autograph Shop, Ridley Park, Pa. Amer. Imprints before 1740. Amer. Imprints before 1740.

Lucas' Drawing Book of 1819.

Loudon's Narrative. Carlyle. 1811.

Taylor. Story of Kennett. First. Fine.

Chesterfield's Letters. 2 vols. Newburyport.

Peters. Currier and Ives. Both vols.

Autograph Catalogues Heise, Syracuse, and George
D. Smith. N. Y. Any.

Raphael's Ephemeris. Long run.

Melville, Herman. Odd vols. in wraps.

Cooper. Odd vols. in wraps.

Poe. Anything before 1840. Poe. Anything before 1840.

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Americana before 1750.

Am. Merchant Marine Lib. Ass'n., 67 Wall, N. Y. Mackay. Extraordinary Popular Delusions and the Madness of Crowds. Putnam. Lighthouses and Lightships. Van Rennselaer Dev. Magic Story. Van Rennselaer Dev. M. Bartlett. One Way Out.

Amkniga Coro., 258 Fifth Ave., New York Kneeland, F. H. Mine Transportation and Mar-ket Preparation. Merivale J. H. Notes and Formulae for Mining

Students.

Anson Jones Press, 801 San Jacinto, Houston, Tex. (Cash). Life Benj. H. Hill. Bloodworth. Four Months in Confederate States. Freemantle. Petroleum Engineering. Phelps & Luke. 1924. Comstock Mining & Miners. Lord. Big Bonanza. Dequille. Story of the Mine. Shinn.
The Outcast, a story of Byron Mizraim.
Memoirs Shroeder. Dernier English or German.

D. Appleton-Century Co., 35 W. 32nd St., N. Y. Schuyler, G. S. Slaves Today; A story of Liberia.

Approved-Books Store, 1721 Spring Garden St., Philadelphia, Pa. Systematic Theology. Charles G. Finney. Good condition.

Aquin Bk. Shop & Lib. Service, 64 E. Lake St., Chicago, III.

Glenn's Ethics. Life & Works of St. Bernard Abbot of Clairvaux.
Translation by Sam'l J. Eales, Vicar of Stalesfield. Literature of America. Scribner. 2 vols. Michael of Ireland. Casserly. Mirror for Toby. Cecily Hallack. Cheap. Mirror for Toby. Cecily Hallack. Cheap. Nature of Capital & Income. Irving Fisher.

Sheen, Fulton J. Any.
What Christianity Has Done for Woman. D'Azana Buja.

### Books Wanted—Continued

Archway Book Store, 47 N. 9th St., Philadelphia Prin. of Nature. A. J. Davis. Montague Summers. Malleus Maleficarum or Montague Summers. Witches Hammer.

Ardath Book Shop, 719 Forbes St., Pittsburgh Syrian books, pamphlets. Anything written Arabic. Defective will do. Cheap.

Argosy Book Stores, Inc., 45 Fourth Ave., N. Y. A. & C. Black Books. Kent. Sussex. Architectural League. 1911. Architectural League. Barber. E. A. Anglo American Pottery.
Bairnsfather, B. Fragments of France.
Bell Family Genealogy.
Buck, P. Good Earth.
Donnelley, I. Brobdignag. Harper, R. G. (Of Md. & S. C.) Any. Hawkers & Walkers in Early America. McCallum. Hist. of Gills Co., Tenn. Rare Recipes, Old & New. 1928. Smith, Capt. C. H. Writings of.

Artemisia Book Shop, 645 "B" St., San Diego de Hegermann-Lindencrone. Sunnyside of Diplomatic Life; In the Courts of Memory. Caron. Favorite Recipes of Famous Chefs.

Jos. Baer & Co., Hochstr. 6, Frankfurt a.M., Ger. Journal of Soc. of Automotive Engineers. 1927 to 1933 incl.

Saturday Review of Literature. Vol. 8, 1931-32, no. 15, and vol. 9, no. 20.

Art Bulletin. New York. Vols. 1 to 14. 1924-33.

Baker & Taylor. 55 Fifth Ave., New York City Abbott. Captain William Kidd. Augur. American Jezebel. Augur. Barnes. Brier ... Girondin. Chemic Brief History of Ancient Peoples. Benedict. Chemical Lecture Experiments.
Benezet. Young People's History of World War.
Boyd. Public Libraries & Literary Culture in Ancient Rome. Century Encyclopedia of Names. Crane. Italian Popular Tales. Creizenach. English Drama in Age of Shakespeare. Croce. Logic; tr. by Ainslee. Czapek. Chemical Phenomena of Life. Delmonico. Book of Menus and Drinks. Doyle. Sherlock Holmes. Royal Blue Library. Dunn. Four Years in a Country School. Dunn. Parlement of Pratlers. Poems of Thomas Stearns Eliot. Eliot. Eliot. Goodrich. Modern Clock. Griffis. Pathfinders of the Revolution. Guthe. Pueblo Pottery Making. Hough. Broken Gate. Houston. Wonderbook of Light. Hudelson, ed. Institute on Problems of College Education.

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Crile. On the Emotions.

Harper's Weekly. Aug. 9, 1913; August 1, 8, Oct. 17, 1914; Nov. 13, Dec. 25, 1915. My Book House. Latest edition. Complete. Smith, Samuel F. Poems of Home and Country.

Tracy's Book Store, 60 Meridian St., New London, Conn.

Webster's Home, School and Office Dictionary. Revised Arrowsmith, Peck. Chicago. 1926. Education of Henry Adams. Not popular ed. Zuleika Dobson. Max Beerbohm. Life of John Ledyard.

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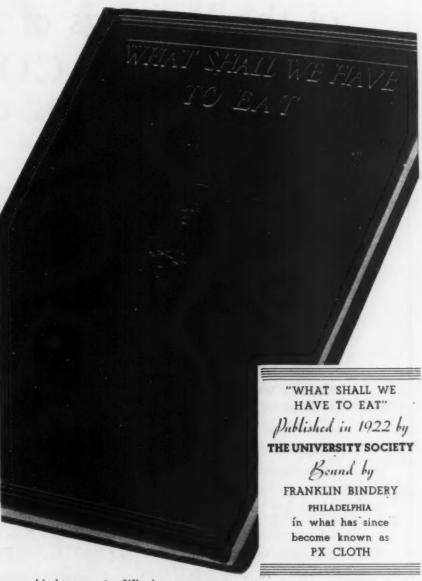
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